

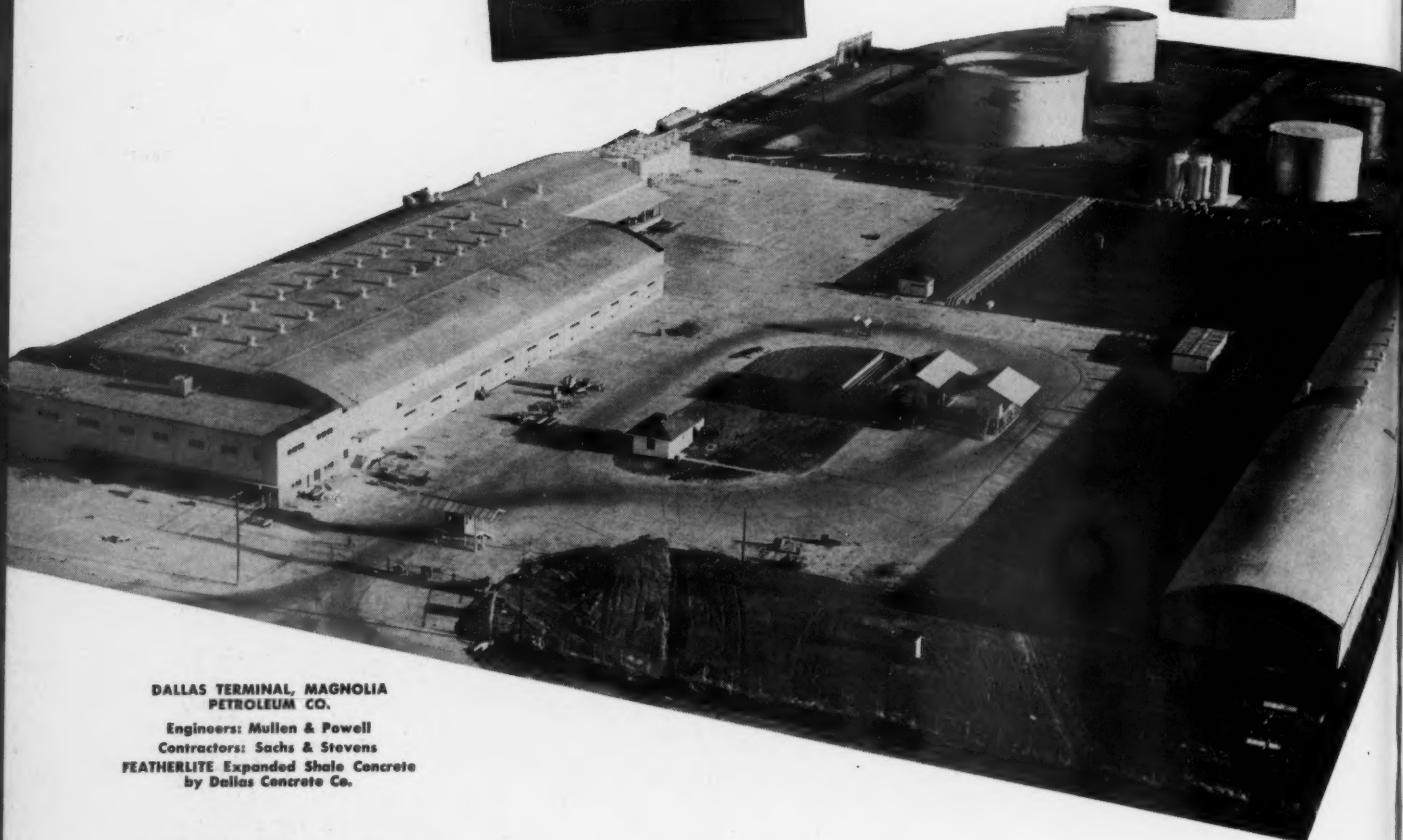
Dallas

APRIL • 1952

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1857 Sanger Bros.
In Texas

Opened Dallas Store in 1872

1869 The Schoellkopf
Company

Manufacturers and
Wholesale Distributors

1872 Waples-Platter
Company

White Swan Fine Foods

1874 Bolanz &
Bolanz

Real Estate and Insurance

1875 First National
Bank in Dallas

Banking

1876 Lyon-Gray Lumber
Company

Experienced Retailers of
Building Materials

1878 National Bank
of Commerce

Banking

1888 Sutton, Steele
& Steele, Inc.

Engineers and Manufacturers
Specific Gravity, Electrostatic
and Centrifugal Separators

1889 Austin Brothers
Steel Co.

Steel for Structures of Every Kind

1889 Watson
Company

Contractors and Builders

1892 The Egan
Company

Printing, Lithographing, and
Embossed Labels

Established

1893 Oriental Laundry
and Cleaners

Fine Laundry, Cleaning
and Fur Storage

1896 Briggs-Weaver
Machinery Co.

Industrial Machinery
and Supplies

1897 Anderson
Furniture Co.

Dallas' Oldest Furniture Store

1898 Lang's Floral
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The Southwest's Foremost Florist
Decorators, Nursery Landscaping
Service

1898 The Praetorian

Life Insurance Service

1902 Cullum &
Boren

Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1903 Republic Insurance
Company

Writing Fire, Tornado, Allied
Inland Marine, and Automobile
Insurance

1905 Smith's
Detective

And Nightwatch Service
Electrical Protective Service

1910 Red Bryan's
Smokehouse

Barbecued Meats

1910 Moser & Co.
Realtors

Industrial, Commercial and
Residential Leases and Sales

1911 Graham-Brown
Shoe Company

Manufacturing
Wholesalers



THE old Post Office Building shown in the center of the above sketch stood as one of Dallas' major landmarks for a half century. Extending from Elm Street to Commerce on Ervay, the original site was bought by the Federal Government in 1883 for \$11,000. Construction began in 1884 at which time the Post Office was quartered at Elm and Akard with a staff of 10 clerks and 10 carriers. The center section of the building was completed in 1889 and the Commerce Street addition in 1893. Five years later, in 1898, The Praetorians, one of Texas' first home insurance organizations, was chartered. A main street addition to the Post Office was completed in 1904 and the east side of the building was completed in 1908. That same year the Praetorian Building, the first steel skyscraper in Dallas, was completed. The old Post Office was abandoned in 1930 and torn down in 1939. The site was bought by the Mercantile National Bank for more than \$600,000. Today, The Praetorians are in their 54th year of service, one of the nation's strongest fraternal insurance organizations, with assets of more than seventeen and a half-million dollars.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.



Dallas

April • 1952

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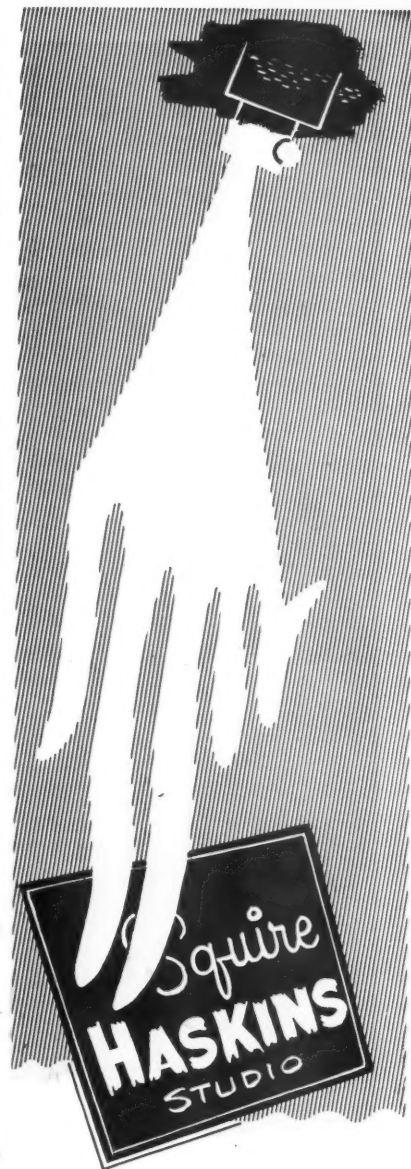
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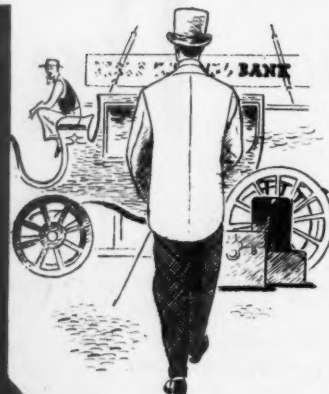
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Oct. 11
1875



PROVEN

through the years

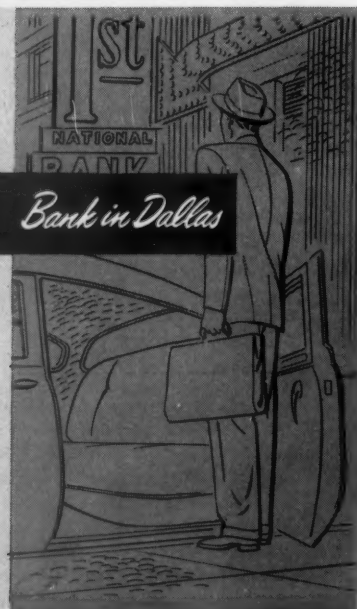
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YEAR OF
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WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

Wind Upon the South

*"A wind arose and rushed upon the South,
And shook the songs, the whispers, and the shrieks
Of the wild woods together; and a Voice
Went with it, 'Follow, follow, thou shalt win'."*

THE strains of the Tennyson idyl were doubtless not conceived a century ago to apply prospectively to the tempestuous political scene in America today, but that eloquent quatrain can nonetheless be resurrected from the poetry of the past to be vividly descriptive of the political winds which now are rushing upon the South and shaking "the songs, the whispers, and the shrieks of the wild woods" of unrest and resistance to bondage. For it is evident that the South is closer today than at any time since the Civil War to the forthright thinking and action which could restore its influence in shaping the destiny of the political party in which its civilization was cradled and grew.

What is underway in the South today is deeper in significance and broader in purpose than the abortive and superficial Dixiecrat insurrection of four years ago. The movement today is projected basically as a revolt within the party rather than as a rebellion outside its framework, and the quality of its leadership and the effectiveness of its weapons are a combination which can neither be denied nor ignored. It is an attack not on the party itself but on the curiously alien elements which have come to control it, the machine bosses and the volatile and radical "fringe" minorities in populous states whose votes can swing national elections.

The titular head of this southern movement is, of course, its avowed candidate for the presidency, the junior senator from Georgia, Richard B. Russell, and his stature as a statesman is in itself a



DALE MILLER

testimonial to the sincerity and integrity of the cause to which his followers are dedicated. Behind the scenes in Washington it is generally conceded by the political cognoscenti that of all the announced candidates for president he is probably the ablest and best qualified. It is also generally conceded that because of the operation of the electoral system which controls our presidential campaigns Senator Russell, ironically, has probably the least chance of being nominated.

It is a grim fact, which ought to be more profoundly disturbing to the people than it is, that no Southerner in political life, regardless of his ability, has any more than an infinitesimal chance of being elected president of the United States. Indeed, for nearly a hundred years none has been permitted to contend seriously for the nomination of either party, and the reason for that phenomenon is easy to understand. It is true, of course, that the South's persistent adherence to the Democratic label has had the effect of vitiating the political influence it could otherwise exert, for the political manipulators of both major parties have had little disposition to waste their energies on votes which could be neither lost by the Democrats nor won by the Republicans. But there is a more fundamental reason for the South's political impoverishment, and that is the electoral system which has perpetuated its bondage.

Presidents are not elected by popular votes, of course, but by electoral votes, and under the electoral system a majority of a single vote in a populous and pivotal state could determine the outcome of a presidential election by swinging the total electoral vote of such a state to one candidate. This incongruous and antiquated system has had the inescapable effect of concentrating enormous political power in the machines and oppor-

tunities in the heavily populated centers of the North and East. It is no accident that virtually all of the presidents since the Civil War have come from the small northeastern section of the United States; and it is no accident, either, that no hopefuls arise from the South, where one major party has little fear of losing, and the other has little hope of winning.

And yet, in 1952, there is a wind upon the South, a zephyr of protest and unrest which may some day assume the tornadic proportions of political rebellion. To begin with, there is a developing strength behind a constitutional amendment which would break the monopoly of the electoral system by requiring electoral votes to be divided among presidential candidates in the ratio of popular votes in each state. Then, too, there is at least a flicker of hope that the Democratic convention may be forced to restore the two-thirds rule, the abolition of which in 1936 swept away whatever influence the South could exert in the selection of the nominee and the drafting of the platform. Moreover, a combination of unusual political forces has catapulted into national prominence such non-conformists as Eisenhower of Texas and Kansas, Kefauver of Tennessee, and of course, Russell of Georgia. There is a trend away from the inflexibility of the political past.

The movement developing in the South may yet become a potent political force, and it is significant to realize that its most effective weapons have not yet been brought to bear. The machinery already exists in a number of southern states to consolidate blocs of electoral votes behind a candidate like Senator Russell who would not be the nominee of either major party, thus possibly preventing any candidate from receiving a majority of the electoral votes, and consequently throwing the election into the House of Representatives. Whether such an eventuality will come to pass remains to be seen, but it *could* happen.

To date the southern forces have held their fire. Their objective is not to destroy the party but to save it. Their efforts have been scrupulously restricted to preventing the renomination of President Truman and to securing an acceptable party platform at the convention. When the President removed himself from the 1952 race the first objective was attained, but the extent to which the so-called liberals succeed in dictating his successor and the party platform will determine the course of action in the months ahead. A crisis in the political destiny of the South may yet be at hand.



Impressive Growth

Supporting Dallas' Plans for the Future

CONTINUED impressive growth, sometimes verging on the spectacular, typified the Dallas insurance industry during the past year.

The industry's rate of expansion exceeded that of other major underwriting centers in a year that was not particularly good for insurance men generally—thus piling up new evidence of the economic strides being made by the Dallas Southwest. Further substantial increases were shown in insurance in force, total assets, sales and premium income. A milestone also was passed with the return of almost all the major Eastern companies which departed from the state following passage in 1908 of the Robertson Law.

The already healthy complexion of the industry took on a new glow, too, as reports of first quarter activities began to drift in. Most of the leading firms reported gains in sales from 20 per cent to 30 per cent, and showed substantially more than that.

Dollars and cents totals likely to make one's eyes bulge can be found in operat-

ing statistics of the industry. Insurance in force with Dallas-based legal reserve life firms alone, for example, has surpassed \$2,795,000,000. That is 8.4 per cent higher than the \$2,576,000,000 which 32 such companies had in force at the end of 1950. It accounts for 40 per cent of the more than \$6,000,000,000 in force with all Texas-chartered legal reserve life companies.

These gains, plus those in prospect, not only confirm the city's position as the insurance capital of the Southwest but push it well into third place nationally. Many observers are becoming increasingly hopeful that it will soon nudge its way into the number two spot in the country.

As measured by the number of companies calling Dallas home, there is no doubt of the city's leadership. It is home base for 40 legal reserve life companies and a host of casualty and fidelity, fire

and marine, accident and health, and title insurance firms. Including these non-life risk underwriters, the city has 125 companies based inside its limits as of the latest count—and the rate of formation shows little sign of slackening.

The current total is 10 more than a year ago, with seven of the additional 10 accounted for by new life firms. And that 40-company figure for legal reserve life companies represents 31 per cent of the 128 such firms in the state. It compares with some 610-plus for the entire nation.

Counting all types of insurance activity, there were, at the beginning of this month, 636 insurance companies doing business in Dallas, including those with home offices here. That was a whopping 117 more than a year earlier, with the addition of new auto insurance activities accounting for a large part of the gain. These firms stepped up their work in Dallas as a result of the new driver's financial responsibility law which became effective the first of this year.

Of the latest total for all types of in-

By Dick Morrill

h
insurance offices, 316 were accounted for by home, regional or state branch offices of all types of carriers, while the remaining 320 represented agents, brokers and service firms. The carriers alone hiked their representation by 72 from a year ago, and the brokers, agents and service firms increased theirs by 45.

This expansion naturally was reflected in a great increase in the number of jobs provided by the industry, not to mention the additional money put into circulation in Dallas as a result of bigger pay-rolls.

At the end of 1951 the industry was providing work for 11,200 people, a smashing 1,200 more than on the like date a year earlier, or a gain of 35 per cent in total employment. Carriers alone accounted for 1,050 of that increase. They enlarged their personnel rolls to 9,000. The agents, brokers and service firms put another 150 folks to work, increasing employment in this branch of the industry to 2,200.

The increasing size of these personnel lists pushed the industry into the top bracket among Dallas employers. Its 11,200 workers compare with 10,000 for the city's second largest manufacturing industry, food processing, and with 16,800 for aircraft making, the leading manufacturing activity.

In dollars and cents, these employment figures add up to a yearly contribution of \$32,928,000 to the city's economy in the way of wages and salaries. And that figure doesn't include commissions. Monthly payrolls averaged \$2,744,000 during the latest period for which figures are available, which works out at an average monthly wage of \$245 for people employed in all phases of the insurance business in Dallas.

Gains in insurance in force among the four Dallas companies that account for about 75 per cent of the city's total in this category ranged last year from one of 6 per cent to as high as 16 per cent. The increase for the 20 companies accounting for 95 per cent of the total insurance in force was an average of 8.4 per cent.

These hikes helped retain for the city its leading role among Texas and Southwestern insurance centers. At the end of March nine of the 25 top Texas legal reserve life companies had their home offices in Dallas.

One of these, Southwestern Life, was well on its way to becoming one of the biggest companies in the nation. It had in force more than \$904 million of life insurance at the end of February and was well ahead of schedule in its drive to

pass the billion dollar mark by its fiftieth anniversary in mid-1953.

When this goal is reached, Dallas will be able to boast one of the nation's and the world's very largest life firms. There are only about 20 companies in the country with more than \$1,000,000,000 of insurance in force. And typifying the bootstrap-hiking expansion of the area itself, Southwestern will have bounded in only two and a half years from forty-fifth among the nation's life companies to twentieth or better.

Total assets of the 40 Dallas-based legal reserve life companies made equally startling gains during the past year. The top four companies possessing 85 per cent of the total showed increases ranging from 5.5 per cent to nearly 13 per cent. For the industry as a whole, the gain averaged an even 10 per cent. That boosted total assets of these 40 companies to a handsome \$583 million from \$530 million a year ago.

Even greater increases in assets and insurance in force are in prospect this year. The annual rate of new life policy sales now is pushing \$450 million, up from a rate of about \$380 million a year ago. That works out at an average gain of 22 per cent, while individual companies have indicated increases well above 30 per cent.

Partly accounting for these spectacular figures is the insurance buying-power of Dallas and other Texas citizens. The state stands a good chance this year of pushing into fourth place nationally in the amount of life insurance it purchases from all United States companies. In 1950 it ranked fifth out of the five states buying more than a billion dollars worth, and it was then giving Illinois a close race, with only \$60,000,000 separating the two.

This ready market for life and other types of insurance has spurred almost all of the big Eastern companies to return to the state. The trek was led several years ago by Connecticut Mutual Life, and in 1951 the wheel came almost full circle with the return of Massachusetts Mutual to doing business under the Lone Star banner.

In the casualty field, State Farm Mutual, the world's biggest auto insurance company, has joined Motor Acceptance Corporation and Allstate to give the city representation from the three top firms in this phase of the insurance business.

These events are eloquent testimony to the profound economic changes that have taken place in the region served so effectively from Dallas, as well as to

the great improvement that has occurred in its standard of living.

An outstanding case in point is the return of the big Eastern life companies. They now find it a simple matter to comply with the Robertson Law's requirement that 75 per cent of their legal reserves for policies on the lives of Texans be invested in Texas securities. The rise in the value of Texas investments and the increase in the opportunities to make such investments accounts more for the return of these companies to doing business here than merely their desire to take advantage of its market potentialities.

Their 40-year absence from the scene, however, has helped the state and the city produce their own significant insurance development. This has its most important bearing in terms of the new financial resources represented by Texas insurance firms. They have provided a ready market for new Texas securities, for example, thus taking a leading role along with the banks in the area's economic development.

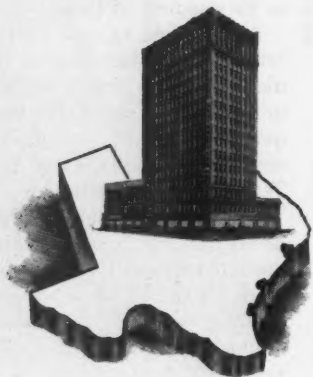
Keeping a keen eye on the future, Dallas insurance men are making sure the strong foundations they have built will be used to good advantage by coming generations. To enable young apprentices to the industry to increase their skills and enlarge their knowledge of the techniques, duties and opportunities of the business is the purpose of the Institute of Insurance Marketing at Southern Methodist University.

This Institute celebrated its fifth anniversary early last December and trotted out a history for that brief span of years showing that it had held 18 basic and 17 senior classes for the further training of insurance agents. These attracted approximately 1,000 students from 38 states and from Hawaii, Mexico and Guatemala. Altogether some 126 insurance companies were represented, according to A. R. (Bert) Jaqua, director.

In addition, 115 students attended one-week indoctrination classes and 732 attended one or two week seminars, supervised by the institute, in Florida, California, Arkansas, Oklahoma, and Oregon as well as Dallas.

The institute's one-year course requires 10 weeks of campus training and 42 of supervised insurance marketing in the student's own agency. Included in this curriculum are a series of weekly reports to the institute while actually performing the work of insurance selling in the field. A two-week advanced seminar also is offered each year to regular S.M.U. students and others, while com

(Continued on Page 64)



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900 MILLION DOLLARS
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Continuing to grow as Texas grows, Southwestern Life Insurance Company now has more than \$900,000,000 of insurance in force.

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Dallas Insurance Digest

AS ONE of the top ranking insurance centers in the nation, Dallas is home base for more than 40 legal reserve life insurance companies. A review of the latest annual reports made by these companies shows them responsible for 40 per cent of the more than \$6,000,000,000 of insurance in force with all Texas-chartered legal reserve life companies. Complying with the state law, chief executives reported their firms' 1951 records to stockholders at their annual meetings last month. Reports to this publication from Dallas legal reserve life insurance companies follow:

Combined American paid \$228,793.06 as benefits to policyholders and had \$3,404,255 of insurance in force. Admitted assets were \$582,178.17 and the premium income was \$646,093.48. Combined American Insurance Company was organized on February 10, 1944. W. Clement Stone is president.

Excelsior Life reported \$9,656,162 of insurance in force. The company's admitted assets were \$1,740,107.01 with \$557,899.35 of premium income. Company president is A. Prestwood. Excelsior Life Insurance Company was organized in May, 1937.

Gibraltar Life paid \$226,384.59 as benefits to policyholders and beneficiaries. There was \$41,471,384 of insurance in force and \$1,956,181.18 in admitted assets. Premium income was \$1,839,724.81. The Gibraltar Life Insurance Company of America was organized on May 6, 1946. William E. Nettle is president.

Girard Life had paid \$1,720,175.69 as benefits to policyholders by the end of 1951. Insurance in force totaled \$99,776,569. There were \$19,216,934.18 of admitted assets and \$2,871,602.14 as premium income. The company was organized on July 14, 1950. Charles W. Windham is president.

Great American Reserve reported a 33 per cent increase in life insurance in force, which at the end of the year totaled \$62,688,986. There was \$2,035,919.72 of benefits paid to policyholders. Admitted assets were \$4,585,325.33 and premium income was \$4,129,926.18. President of Great American is Travis Wallace.

Great National reported \$478,770 in benefits were paid to policyholders. There were \$65,973,708 of insurance in force and admitted assets were \$12,227,615. Premium income for last year was \$2,008,025. Company president is S. J. Hay. Great National Life Insurance Company was organized on February 4, 1928.

Guardian International paid benefits to policyholders in the amount of \$614,149.64 at the close of last year. Insurance in force was \$47,020,131 and admitted assets were \$4,288,374.19. Premium income totaled \$1,899,057.35. Charles W. Windham is president.

InsurOmedic Life last year paid \$212,812.35 as benefits to policyholders. They reported \$7,028,167 of insurance in force and had \$1,232,004.47 as admitted assets. Premium income totaled \$532,907.10. The company was organized on April 6, 1946. Pioneer Fisher is president of InsurOmedic Life.

Legal Standard showed \$10,615 of benefits paid to policyholders. Their insurance in force was \$4,267,000. The company's assets totaled \$677,676 and premium income was \$143,445. I. T. Houston is president of the Legal Standard Life Insurance Company, which was organized in 1942.

National Bankers announced benefits paid to policyholders at \$1,680,460 and premium income at \$5,777,223, both figures including accident and health and hospitalization tabulations. Reserves held for benefit of policyholders were \$2,767,674. Insurance in force was \$16,638,497 and admitted assets were \$3,611,684. P. P. Brooks is president of National Bankers Life Insurance Company, which was organized on June 13, 1945.

Preferred Life reported \$76,203.13 in benefits were paid to policyholders last year. Insurance in force was \$1,423,650 and admitted assets were \$255,956.77. The company had \$336,009.27 in premium income. Largent Parks, president.

Republic National during last year paid \$5,858,338.77 to policyholders as benefits. Their insurance in force was \$359,087,816 on the last day of last year. Admitted assets were \$54,704,574.40 and premium income was \$9,578,478. Theo. P. Beasley is president.

Reserve Life showed \$15,738,530 as benefits paid to policyholders. Their insurance in force was \$50,799,329 and admitted assets were \$20,112,726. Premium income was reported at \$30,344,860. C. A. Sammons is company president. Reserve Life Insurance Company was organized on August 23, 1938.

Rio Grande National paid \$387,486.44 as benefits to policyholders. The company's insurance in force totaled \$76,462,239 and admitted assets were \$6,739,388. Rio Grande National Life Insurance Company had \$2,692,178 in premium income. The company was organized in December, 1928. R. W. Baxter is president.

Southwestern Life in a review of the year showed \$12,395,856 as benefits paid to policyholders. There was \$891,107,312 of insurance in force and admitted assets were \$245,641,716 as reported for the past year. Premium income totaled \$32,772,123. Southwestern Life Insurance Company was organized in 1903 and is now headed by James Ralph Wood.

United Fidelity paid \$818,444.55 as benefits to policyholders last year. Their insurance in force totaled \$115,372,587 and admitted assets were \$24,856,071.30. The company's premium income was \$3,047,711.04. United Fidelity Life Insurance Company was organized on September 27, 1920, and is headed by D. Easley Waggoner.

Universal Life reported \$558,625.13 as benefits paid to policyholders during the past year. Insurance in force was \$72,772,903 and admitted assets were \$7,821,700.69. The company's premium income was \$2,434,317.97. Universal Life and Accident Insurance Company was organized in June, 1927. Harry Brodnax is company president.

United Bankers boosted its assets more than 26 per cent and reported \$1,575,616.20 as admitted assets for last year. Benefits paid to policyholders were \$174,684.35 and insurance in force was \$6,541,589. The company's premium income was \$935,697.88. United Bankers Life Insurance Company was organized on February 24, 1950, and is headed by D. J. Willmon.



BANKING AREA of the First National Motor Bank which opened this month in downtown Dallas.

The Southwest's First Motor Bank

GAME ROOM in employees' center, located in the basement of the First National Motor Bank. Left to right are officers of the First National Bank Club, Mrs. Christene McClung, secretary-treasurer (at piano); Lon Pace, president; Mrs. Peggy McDonald, personnel department, and Guinn Godwin, first vice president.



TREATMENT ROOM and office of employees' health center, located in the basement of the First National Motor Bank. Shown are Miss Dorothy Mullican, personnel department of the bank, and Mrs. Juanita Arendal, nurse in charge.



DALLAS banks have achieved a national reputation for the thoughtful conveniences they provide for customers. But up until this month, even the friendly Dallas banks have been content to wait until the customers entered their doors to start showering them with "extra" services.

Not so any more. The opening of the First National Motor Bank this month marked the beginning of an era of customer relations that starts from outside the bank. The local banking scene now includes one of the nation's most complete motor banking facilities and the first of its kind in the Southwest.

Customers' services begin with driving the car into the motor bank and parking in a car stall. Following the walkway leading to the air-conditioned banking area, extensive banking service is given at one of the seven teller windows. To visit the First National Bank's main offices, a subway beneath Elm Street connects the motor bank with the First National Bank, across the street.

The \$1,300,000 First National Motor Bank was formally opened this month at 1401 Elm Street. The building has seven stories and a basement, extending through the block to Pacific Avenue.

The Elm Street level is the motor banking floor. The parking area has 22 car stalls, safety islands and a walkway to the offices. Advantage was taken of the natural topography of the land to make entrances from Elm and Pacific at different floor levels. The grade of the Pacific entrance is about eight and one-half feet higher than the Elm entrance.

This difference in levels was increased to 10½ feet between the Elm and Pacific floors by lowering the Elm Street floor.

The glass-enclosed motor banking quarters houses the teller windows and the office of the manager, H. Addison Leftwich, assistant cashier of the First National Bank.

Mr. Leftwich began his banking career as a runner in the collection department of the American Exchange National Bank in 1921. The American Exchange was later consolidated with the City National Bank to form the First National Bank. He has served in nearly all departments of the bank.

Customers of the First National Motor Bank may make deposits, cash checks, open checking and savings accounts, arrange for collections, buy exchange, pick up payroll, purchase Travelers Cheques, cash United States savings bonds and make payments on timepay loans. They can obtain practically every banking service except the more specialized services.

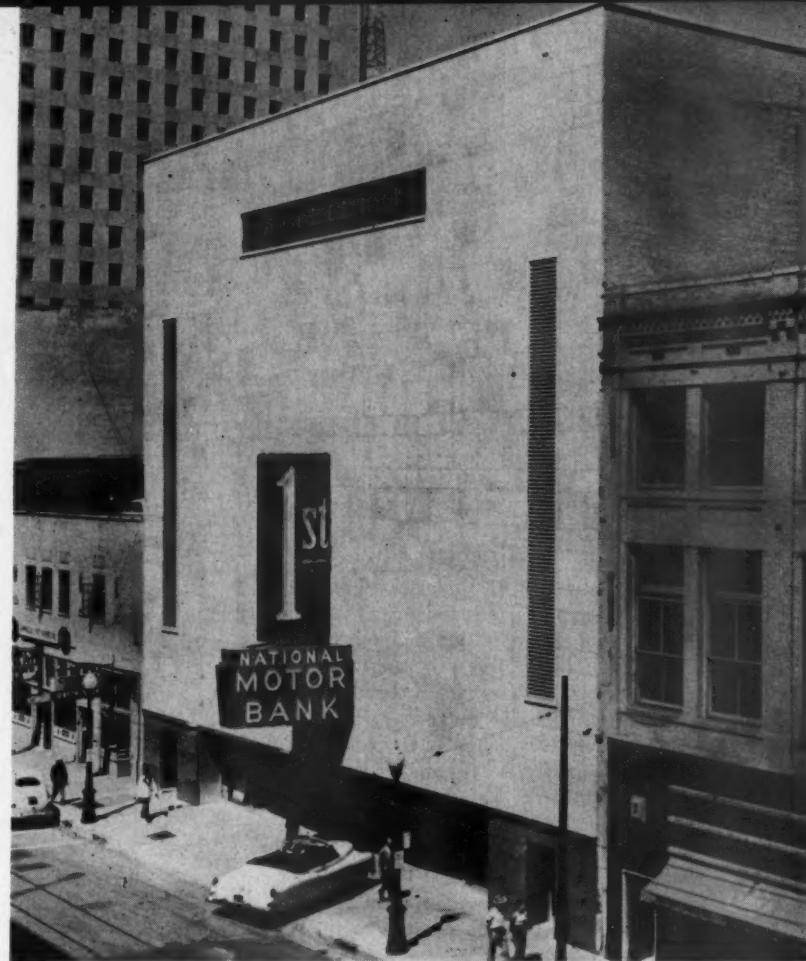
Entering from Pacific Avenue to the auto storage garage, cars are parked by attendants. Motor banking customers may ride the elevator or walk down the stairs to the Elm Street level.

Cars of customers having business in the main banking quarters will be parked on the four upper storage floors. Cars are driven to these floors over a spiral ramp to the car storage floors. Each floor accommodates 50 cars, a total of 200 automobiles for the four floors.

Hulen Robinson is parking manager.

The basement is designed primarily for First National Bank employee facilities. It has an employees' lounge, game room, snack counter, rest room, and first-aid and nurse's quarters. The basement also houses the bank's supply department, print shop and the air-conditioning machinery room.

The seventh floor, when completed in



VIEW OF First National Motor Bank showing Elm Street entrance to motor banking level.

June, will house the transit, bookkeeping and analysis departments.

The employees' club rooms, which include the lounge, game room and lunch room, are modern in design and furnishings. The snack counter adjacent to the lunch room is completely equipped for serving sandwiches, desserts and drinks. Mrs. Iva Talbot is manager of the snack counter. The health center is under the direction of Mrs. Juanita Arendal, registered nurse, and is completely equipped in the treatment and recovery rooms.

The subway beneath Elm Street is the only underground pedestrian passage-

way connecting buildings in downtown Dallas. It is 10 feet wide and 61 feet long, and has a quarry tile floor and walls of gray Carrara structural glass.

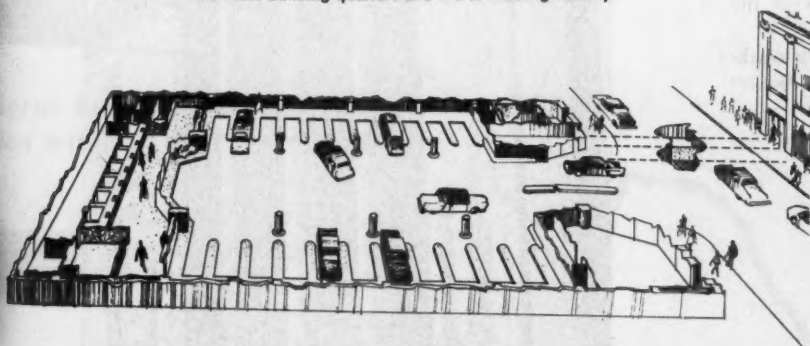
Architect for the building was George L. Dahl; general contractor, O'Rourke Construction Company; mechanical contractor, William F. Kaun & Son, and electrical contractor, Harman Electrical Construction Company.

Regular banking hours will be observed in the motor bank.

H. ADDISON LEFTWICH



CUTAWAY ILLUSTRATION shows the relative locations of the Elm Street level of the motor bank, the main banking quarters and the connecting subway.



Invitation from Dallas

By Rex V. Lentz

THE STORY of how Dallas secured a district federal reserve bank is one to enthrall the imagination.

Legislation setting up the new Federal Reserve System was enacted on December 23, 1913, and provided for not less than eight and not more than 12 regional banks to be located in geographically defined districts throughout the country.

The number and location of the district banks and the boundaries of the districts were to be determined by the Reserve Bank Organization Committee, consisting of the secretary of the treasury, the secretary of agriculture and the comptroller of the currency.

The nominee for comptroller had not yet been approved so Secretary of the Treasury William S. McAdoo and David Houston, secretary of agriculture, proceeded to gather data on the basis of which the reserve cities could be chosen.

Dallas bankers had been in close touch with all activities relating to the passage of the federal reserve act. The ink from the pens used in signing the act was hardly dry when John R. Babcock, secretary of the Dallas Chamber of Commerce, telegraphed President Wilson, Senator Culberson and Secretary McAdoo urging serious consideration of Dallas as the strategic location for one of the district banks.

Then Mr. Babcock proceeded to discuss the matter with some of the younger bankers of that day and was delighted to find that Nathan Adams, J. Howard Ardrey and R. P. Wofford, among others, shared his enthusiasm. George B. Dealey of the *Dallas Morning News* also expressed eagerness to co-operate in the campaign.

Mr. Dealey had already chatted with President Wilson and mentioned Dallas as the logical location for one of the banks.

All that was needed now was a work-

(Continued on Page 79)

EDITOR'S NOTE: The story of how Dallas was selected for one of the 12 regional Federal Reserve Banks is taken from "A History of Dallas Banking" by Rex V. Lentz. Written for the Dallas Clearing House Association, the book is yet unpublished. Mr. Lentz is director of special services for the Mercantile National Bank.

Federal Reserve



Southwest Banking Empire From Dallas





TICKETS GALORE are offered to Tom E. Braniff, seated, general chairman of the Scout Circus, by Boy Scouts of Troop 24 for the boys' show on May 2 and 3. Standing behind Mr. Braniff is Gus Bowman, attendance chairman.

from *Tent Top* to *Big Top*

GETTING READY for the Scout Circus and for summer camp, these Scouts take it easy after a speed trial in pitching their tent. A giant camping scene, with more than 2,000 Scouts participating, will be a feature of the circus.



BOY SCOUT tents will become "big tops" next month when one of the biggest boys' shows in the Southwest, the Scout Circus, will be produced by the Circle Ten Council, Boy Scouts of America, to launch a mammoth drive for camping funds.

Dallas businessmen taking leading roles are Tom E. Braniff as general chairman of the Scout circus, which will be held in Dal-Hi Stadium May 2 and 3, and John E. Mitchell, Jr., who is heading the Boy Scout Building Fund Campaign which will be held May 8 to 20.

Circle Ten Council includes 13 counties in North Texas, Denison and Bryan County, Oklahoma. The Texas counties are Dallas, Cooke, Collin, Hunt, Rains, Rockwall, Kaufman, Johnson, Hill, Ellis, Van Zandt, Navarro and Henderson.

Nearly 20,000 Cub Scouts, Boy Scouts, Explorers and their leaders from every part of the Circle Ten Council will participate in the circus. Opening each night's performance will be a spectacular grand entry, with all the participants entering the stadium carrying American flags and the colors of their units.

The circus will present a fast changing exhibition of scouts in action. There will be a tremendous camping scene, Indian dancing, scouting skills, and, as a climax, a civil defense exhibition with Scouts coming to the rescue in a mock disaster.

The week after the circus, Circle Ten Council will launch its first capital funds campaign for camping purposes in 29 years. The goal of the drive is \$525,460 to provide adequate camping facilities at Camp Constantin on Possum Kingdom Lake; Camp Texoma on Lake Texoma and Camp Wisdom near Duncanville.

These camps will be used by the 606 Scout groups, with a membership in excess of 20,000, which make up the Circle Ten Council. Co-operating with General Chairman John E. Mitchell, Jr., are more than 100 Dallas civic leaders who have pledged themselves to work for the success of the campaign. Angus Wynne, Jr., and J. D. Francis are serving as vice chairmen; Fred F. Florence, Ben H. Wooten and Milton Brown are heading the big gifts division, while Edward R. Maher is chairman of general solicitation.

Lawrence Pollock and D. Gordon Rupe are co-chairmen of memorial gifts; Mrs. Harvey J. Piercy is heading the women's activities of the drive; George L. MacGregor is special gifts chairman and R. L. Thornton, Sr., is chairman of the council area chairmen.

Carl J. Rutland, Circle Ten Camp chairman, and Austin F. Allen, council president, have stressed the need for new facilities at all of the camps which are now unable to accommodate the constantly increasing number of scouts desiring to go to camp. Facilities at Camp Wisdom, for example, have been in constant use for more than a quarter of a century, and are in a most disreputable condition.

Both council officials, in approving plans for new camp construction, have announced that only basic facilities will be provided at the camps with the proceeds of the campaign.

The drive for funds will be carried out throughout the entire fourteen-county council area, with business and civic leaders in every county taking a leading role in the drive.

Circle Ten Council has long recognized its need for a well-rounded camping program according to Council President Allen. Lack of facilities has seriously hampered the program for many years.

Three excellent sites, Camp Constantin on Possum Kingdom Lake, Camp Texoma on Lake Texoma and Camp Wisdom near Duncanville have not been properly utilized for lack of camp essentials. The council also has two overnight hike sites, Camp Shuler at Whitney and Camp Murchison at Wilmer Hutchins, which are also lacking in facilities.

At Camp Wisdom, which has been operated longer than the other sites, the troop lodges are in a most disreputable state and the dining hall is urgently in need of repair. Adequate water, sanitation facilities, warehouses to store equipment, water safety facilities, troop and health lodges are lacking at all of the Council Ten Camps.



MAPPING PLANS for the Scout Circus are these adult leaders, left to right, Pierre Fontaine, stage director of camping; Dr. Malcolm B. Bowers, camping director, and Pat Golaz and Joe Pickard, coordinators of the camping event.



SCOUT BUILDING FUND CAMPAIGN organization is discussed by, left to right, John E. Mitchell, Jr., general chairman; Austin F. Allen, president of Circle Ten Council; Angus Wynne, Jr., campaign vice chairman, and Milton Brown, co-chairman of big gifts.

CAMPAIGN OFFICIALS look over plans to replace the tent which now serves as a mess hall at Camp Constantin with the building shown in the sketch at right below. Left to right are M. N. Leavitt, Avery Mayes, John E. Mitchell, Jr., and Carl Rutland.



UNITED STATES ENVELOPE CO.
SOUTHWEST DIVISION
10700 Harry Hines Blvd.
DALLAS 9 TEXAS

U.S. Envelope Officials Hold First Dallas Meeting

IN KEEPING with a long standing Texas tradition, Dallas, aided and abetted by the United States Envelope Company, boasted this month of being a "world envelope center."

Time for boasting came when the Southwest division of the company played host to the national firm's quarterly meeting of the board of directors.

E. M. Anderson, manager of the 15-month old Southwestern division plant

at 10700 Harry Hines Boulevard served as official greeter to the directors and guests.

Directors attending the Dallas meeting included Chairman Ernest M. Whitcomb of Amherst, Massachusetts; President Eldon V. Johnson and Webster Atwell, Dallas; Ralph W. Crowell, Springfield, Massachusetts; Warren G. Davis, Worcester, Massachusetts; Joseph S. Fairchild and Arthur F. Peterson, vice presi-

dents; Magnus F. Peterson, treasurer, and Robert G. Stone, Boston, Massachusetts.

Guests at the meeting included Miss Luella M. Thayer, secretary; A. F. Duval, general manager of the Los Angeles division, and Robert F. Garen, general traffic manager.

A tour through the \$1,000,000 windowless plant was one of the highlights of the April meeting. Directors and guests watched the plant's 81 factory workers busily meeting their quota of 10,000,000 envelopes and cups a week for the firm's customers in Texas, Oklahoma, Louisiana, Arkansas, New Mexico, Colorado and parts of Kansas and Missouri.

Mr. Anderson explained during the tour that the Southwest division factory produces a complete line of commercials, catalogs, booklet, clasp, self seal and chain store items.

"Dallas is well suited for our division," Mr. Anderson reported to the board, "because it has grown as has the whole Southwest by leaps and bounds during the last decade."

Southwest division personnel attending a company dinner in honor of the board's visit included John H. Anderson, salesman; Jack R. Gunter, sales trainee; George J. Hadick, superintendent; J. Paul Huebler, production; Arthur E. Mires, Jr., and Gilbert L. Packer, salesmen; Richard E. Sitzler, accountant, and Leroy H. Smith, purchasing order clerk.

The busy schedule followed by the directors included a dinner at the home of Mr. and Mrs. Atwell at 3630 Overbrook,

VISIT TO DALLAS by members of the board of directors of the United States Envelope Company was combined with the board's quarterly meeting. Evert M. Anderson, center, manager of the Southwest division, greeted Ernest M. Whitcomb, left, chairman of the board, and Eldon V. Johnson, right, president.





DISPLAY OF PRODUCTS made at the Dallas manufacturing plant was pointed out to M. F. Peterson, left, treasurer of the U. S. Envelope Company, and Robert G. Stone, center, a director, by Miss Luella M. Thayer, secretary.



TOUR OF DALLAS PLANT was conducted by its superintendent, George J. Hadick, right, for visiting officials, Arthur F. Peterson, a director, A. F. Duval, general manager, and R. F. Garen, general traffic manager.

the company dinner at the Dallas Petroleum Club and a luncheon at the Republic National Bank. Messrs. Huebler, Packer and Sitzler composed the committee in charge of arrangements.

Besides the Dallas plant, the company has 13 other division offices and three city sales offices. Other division plants are located at Worcester and Springfield, Massachusetts; Los Angeles, Rockville and Hartford, Connecticut; Waukegan, Illinois; Doraville, Georgia; Emeryville, California, and Indianapolis. General offices are in Springfield. Two of the sales offices are maintained in New York and the other in Chicago.

However, the Dallas plant is termed by Mr. Anderson as the most modern in the world.

The United States Envelope Company

dates its incorporation back to June 30, 1898, when 10 firms consolidated.

The Southwest division of the company represents a new era in respect to envelope service by a national manufacturer to areas outside the home office district. The Dallas unit is not a distributing warehouse, but rather is a complete manufacturing plant which produces a full line of commercial envelopes. It supplies the area of Texas, Colorado, New Mexico, Kansas, Oklahoma, Missouri, Arkansas and Louisiana. Overnight delivery is possible in sections of each of these states, with the exception of Colorado, New Mexico and Missouri, which receive delivery on the second morning.

"The demand for our products both from civilian and government users will undoubtedly continue to be greater than

our ability to supply," Mr. Johnson stated shortly after the Dallas plant was opened. The Dallas plant's operation has validated his statement that more production capacity was needed.

After operating for only 15 months, the Dallas plant now employs 95 people, 81 of whom are in the factory and 14 in the office.

"We appreciate very much the interest the Dallas Chamber of Commerce gave us in locating a suitable site for our plant in your city," Mr. Johnson told J. Ben Critz, vice president and general manager of the Chamber.

Although most of the members of the U. S. Envelope Company's board had visited Dallas individually, the meeting this month was their first visit as an official delegation.

FIRST GIRL EMPLOYEE of the U. S. Envelope Company for its Dallas plant, Mrs. Tobie Smith, shows a folding operation to Warren Davis, a director, and Joseph S. Fairchild, vice president.



TWO ATTORNEYS on the U. S. Envelope Company board study the location of the Southwestern division of the company in relation to the area it serves. At left is Webster Atwell of Dallas and at right is Ralph W. Crowell.





ACHIEVEMENT AWARDS for 1952 membership activities went to Curtis Horn's 12-man team. At left, E. V. McCright presents a trophy to Mr. Horn. In the photo above, Mr. Horn presents picnicking supplies to the top workers on his team, Paul O'Rourke, center, and Dick Quisenberry, right.

Curtis Horn Team Wins First Membership Award

A GLISTENING gold trophy adorned with the victor's emblem and supported by four eagles with outstretched wings proclaimed Curtis Horn and his membership team the outstanding Chamber of Commerce workers for the month of March.

Awarded the first rotating president's cup, the team was honor guest at a breakfast early in April at the Hotel Adolphus.

Bringing in 38 of the 120 new members, Mr. Horn's team received the gold trophy from E. V. McCright, chairman of the Chamber membership committee, on behalf of the Chamber President Ben H. Wooten. After receiving the award, Mr. Horn presented awards to his two top team workers, Paul O'Rourke and Dick Quisenberry. Mr. O'Rourke was awarded a portable ice chest and Mr. Quisenberry a three-piece thermos set.

Recognized for their work on Mr. Horn's team were Fred Neary, Nestor DuVall, Jim Wallace, Grimes Pearson, Wiley Stufflebeme, Woody Cornet, Bob Haig, Art Durbin, Tom Finley and Frank Crossen.

The winning team is to keep the trophy for two weeks, when it will be passed on to the team bringing in the most new members during that period.

Special recognition was given to Louis Charninsky, holder of the Chamber's all-time record for bringing in the most new members.

Membership activities include a goal

of 1,500 new members by the end of the year directed by the three section leaders for the campaign, Harold M. Young, B. J. Pittman, Jr., and Mr. Horn. Louie E. Throgmorton is vice chairman of the membership committee.

Max Clampitt, president of the Dallas Manufacturers and Wholesalers Association and president of the Clampitt Paper Company, addressed the membership committee following the presentation of the awards.

"When you go out to sell a man on the service of the Dallas Chamber of Commerce, you are selling him work that has already been done," Mr. Clampitt said. "You are asking him to pay for a job that was done for his city 10 years ago. The Chamber of Commerce has made possible the good business that he has in Dallas today.

"When you ask a man to join the Chamber of Commerce you are not asking for a donation. You are asking him to pay for a service to his business. Frankly, it is a question of whether the businessman is going to pay his own way or ride free.

"It looks to me like a lead-pipe cinch that any thinking man would want to join the Chamber of Commerce. He can pin-point the business that comes to him directly from Chamber of Commerce work," Mr. Clampitt said.

After citing examples of several new businesses that have come to Dallas recently, Mr. Clampitt said, "Some people

may quibble and say that Dallas is growing too big for itself. Regardless of how much they talk about crowded traffic congestion and crowded facilities, every businessman has to admit that he wants more business and that is what the Chamber of Commerce is bringing him. The businesses of Dallas are getting good value from their Chamber of Commerce."

Hermes Nye of the Whittle Music Company sang folk ballads and blues, accompanying himself on the guitar to such favorites as "Boll Weevil" and "Hot Rod Race," at the breakfast.

Gaston Avenue Letter Shop, 4845 Gaston Avenue; Mrs. Adelaide Miller; letter service.

Name Brand Shoes, Inc., 1932 Elm; Mina Glickman; retail ladies shoes.

Jess Lafferty Agency, 109 North Field; real estate and insurance.

Ace Television Service, 4902 Greenville Avenue; Dale Long.

E. B. Austin Company, Empire Terminal Warehouse; E. B. Austin; manufacturers' sales representatives.

Southwest General Insurance Company, 1321 Kirby Building; John A. Steel; R. F. Hankins; W. L. Baer.

Universal Life & Accident Insurance Company, 519 North Ervay; Harry Brodnax, president.

St. John-Laswell Distributors, 100 Howell; Dick St. John.

Flowers-By-Perkins, 4803 Ross Avenue; Alma H. Fox; retail.

Texas Home Modernizers, 123 Payne; Gerald Mandel.

P. W. McCarron, 4302 Deere; lathing and plastering.

Johnson Drilling & Foundation Company, 923 West Commerce; George W. Johnson.

Putnam and Jones, 6617 Snider Plaza; Hobart Moses; wholesale lumber.

Fruit of The Loom Corporation, 400 Wholesale Merchants Building; Alfred Holscher; cotton textiles.

Burch Motor Company, 2628 Ross Avenue; E. O. Blakeway; new and used cars.

Finetex Hosiery, 108 South Ervay; Albert Hayek; retail hosiery exclusively.

Louis Egan, 210 Empire Bank Building; oil operator.

Fitzgerald Tile Company, 6836 Eastridge Drive; J. E. Fitzgerald.

Southwestern Sheet Metal & Manufacturing, 5307 Maple Avenue; James Goff, Sr.

Davis Bros., 9818 Hathaway; J. C. Davis; painting contractors.

Thelma's Sportswear, 139 Walnut Hill Village; Bill Roberts; retail.

Steinberg & Son, 2111 South Harwood; Joe Steinberg; contractor.

National Banner Company, 2703 South Ervay; M. B. Goldfarb; pennants and banners.

Home Freezer Headquarters, 2003 Greenville; W.L. Larvinson; food plan.

Bowles & Downs Machinery Company, 603 Second Avenue; E. J. Bowles; contractors supplies.

Ted Hinton Trucking Company, 1823 Smith Industrial Road; Ted Hinton.

Willie Rouse & Son, 934 West Commerce; Willie Rouse, Jr.; lumber.

Dallas Metal Trims, 130 Leslie; Ed Sims.

Wright Waterproofing Company, 367 South Industrial Boulevard; E. J. Wright.

Dal-Cliff Electric Company, 938 North Edgefield; H. E. Acklin, electrical contractor.

Robertson Company, Inc., 514 South Industrial; H. Robertson; wholesale plumbing supplies.

Edwards-Northeast, Inc., 3615 Gaston; John E. Riley; insurance bonds and mortgage loans.

King Chemical Company, Inc., 154 Express; S. G. Blake; sanitary supplies.

Haygood's Service Station, 6408 Lemmons; Jim W. Haygood.

Marvin R. Mitchell Steel Building Company, 1220 Rock Island; Marvin R. Mitchell.

George Skotak, 2610 Cedar Springs; George Skotak, Jr.; interior decorators.

Williams & Hampar, 2614 Cedar Springs; interior decorators.

Hidell & Decker, 2814 Fairmount; architects.

Robinson Galleries, 2808 Fairmount; W. C. Robinson.

Amercoat Corporation, 1227 Levee; Harry J. Miller; warehouse.

O. D. Adams, 922 Republic Bank Building; oil.

Beryl C. Stegall, 6131 Berkshire Lane; architect.

Maberry Construction Company, 6033 Berkshire; Joe F. Maberry.

William D. Reed, 220 Mercantile Securities Building; architect.

Burris Building Material Company, Inc., 1735 Hinton; E. N. Saylor; wholesale building materials.

B. F. Goodrich Company, 1215 South Lamar; E. E. Bost; W. C. Jones; E. C. Manning.

North Texas Equipment & Supply Company, 413 South Industrial Boulevard; Louis L. Sweet.

Brandt Engineering Company, 8402-A Hines Boulevard; Sanford S. Brandt; heating and air conditioning contractors.

Edward L. Wilson, Jr., 405 Burt Building; consulting engineer.

Frymire Engineering Company, 3802 Cedar Springs; Robert L. Klein; mechanical, heating and air conditioning engineers.

William L. Cobb, 405 Burt Building; consulting engineer.

Direct Hardware Company, 1523 Dragon; George Rogers, Jr.; wholesale.

Suburban Employment Agency, 521 West Jefferson; Mrs. Sunnie Black.

BALLADS AT BREAKFAST were an added attraction at the Chamber's membership meeting early in April. Hermes Nye of the Whittle Music Company presented a series of folk ballads for the bandanna-garbed members of the Lasso Club.



NEW WORKER on the Chamber's membership team is Duke Doyle, left. Mr. Doyle attended the breakfast as a guest of Lanham Higginbotham, right, and signed up to be on a membership team before he left.

Dr. Wilbur W. Hawkins, Jr., 4414 Lemmon Avenue; dentist.

International Harvester Parts Depot, 1801 Irving Boulevard; J. H. Matthews.

George F. Geddis, 4215 Live Oak; personal.

Don A. Loftis, 3831 Beechwood Lane; contractor.

Binks Manufacturing Company, 1209 Levee; sales office and warehouse; George H. Cook.

Dobson Vending Service, Inc., 2205 Butler; Joseph R. Dobson; vending machines.

Hillcrest Cleaners, 7011 Hillcrest; H. L. Flurry.


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Irby Mayes

ERVAY AT COMMERCE



TURNING A FAKER into the real McCoy was the task of P. J. Venturine, left, president of the Dallas Retail Merchants Association, when he presented a certificate of temporary Texas citizenship to Art Briese, right.

Retailers Hear 'Major'

AN alleged Englishman posing as an alleged "Major Bates" arose pompously at the annual luncheon of the Dallas Retail Merchants Association this month and declared:

"Since American ball clubs make a practice of trading players for other players plus some money, I have a deal I would like to propose.

"I would, as a representative of the English government, like to trade Clement Atlee and three other members of the Labor Party for Dean Acheson and six million dollars."

A member of the capacity audience in the Texas Room of the Baker Hotel interrupted the speaker's clipped English to yell:

"Okay, but you'll have to take Harry Truman in the deal."

The speaker noted that Americans

drive a hard bargain, then revealed himself as Humorist Art Briese, America's "Knight of Satire," now in his twenty-first year on the platform. From the role of Captain Watling in "Lilac Time," he began lecturing in 1931.

P. J. Venturine, president of the retail merchants group, a division of the Dallas Chamber of Commerce, introduced Mr. Briese.

Re-elected to 3-year terms on the D.R.M.A. board of directors were L. N. Bromberg, president of E. M. Kahn Company; Ray C. Dixon of Dallas Power and Light Company; Otto Lang of Lang Floral Company; Fred C. Marth, secretary of A. Harris & Company; E. Paul Penland of Reynolds-Penland; L. E. Langston, Jr., assistant to the president of Volk Brothers, and Jas. K. Wilson, president of Jas. K. Wilson Company.

A FULL HOUSE in the Texas Room of the Baker Hotel heard Art Briese address the annual meeting of the Dallas Retail Merchants Association.



Chamber President Urges Vote for Dallas' Future

DALLAS will stand at the crossroads of its destiny as queen city of the great Southwest Thursday, May 1.

On that eventful date to the city's history, Dallas' citizens will go to the polls to express approval or disapproval of a \$49,985,000 basic improvement bond issue and charter amendment.

Issues involved in the proposed improvement program are of vital importance to every Dallas businessman.

In more than 5,000 letters sent to Dallas business and civic leaders, Ben H. Wooten, president of the Dallas Chamber of Commerce, expressed the importance of the program in stating, "If these bond issues fail to carry and the City Charter is not amended so as to permit an increase in the debt limit, Dallas will suffer a most serious injury.

Interest Essential

"The voters of Dallas will decide whether our city is to go forward or to stand still," he stated, "and your active help and interest in this program is essential if these proposals are to be adopted at the polls."

Mr. Wooten pointed out that the bonds are for absolutely necessary civic improvements during the next two years. Improvements included in the non-controversial program are such things as water work extensions, street and alley paving, sanitary sewers, storm sewers, traffic signals and a new public library.

A breakdown of the two-year, \$49,985,000 bond program reveals that, if approved by the voters, \$16,550,000 will be spent for street improvements; \$15,350,000 on the water supply system; \$8,500,000 for sanitary sewers; \$5,430,000 on storm sewers; \$1,500,000 on the expansion of Love Field; \$1,250,000 to replace the present inadequate library; \$1,000,000 for service centers in each of the four outlying areas; \$300,000 to provide an adequate health administration building and \$100,000 for traffic signals.

Biggest chunk of the bond money will be earmarked for improvement of Dallas' traffic-choked streets and miles of worn-out pavement.

Adequate Water Supply

Unless Dallas can provide an adequate water supply for its people and its industries, it will wither and die. Because

the city has grown so rapidly, the city fathers are faced with the necessity of doing something immediately to safeguard its water supply. Thus, the second largest portion of the bond money — \$15,350,000—will be used to alleviate the situation providing the voters approve.

The bond issue will solve the water problem for many years to come because it will allow Dallas to participate with the Federal Government in the Grapevine and Garza-Little Elm Reservoir projects, assuring adequate supply to many sections in desperate need of water.

Impoundment of water at the Grapevine Dam is scheduled to start sometime after July, making an immediate decision for participation with Uncle Sam by the city necessary.

Because of its unprecedented growth, Dallas has large areas lacking adequate sanitary facilities—a danger to every citizen of Dallas inasmuch as outbreaks of polio and other dread diseases can spread rapidly to other parts of the city.

Remember, once started, disease holds no respect or awe for impressive street addresses.

Other Projects Important

Recent downpours in Dallas brought proof the city lacks a sufficient number of storm sewers. Many streets resembled small rivers, an annoyance that will be removed if the bond issue is sanctioned by the voters.

If Dallas is to keep its airport facilities up to date and protect its large public investment, \$1,500,000 is needed to buy land for the expansion of runways and to keep tall buildings from being erected in the area. The tall buildings would constitute a safety menace.

Thousands of friends of the public library, including club and P-TA groups, have asked for a new library building to replace the current edifice, which has been in service more than a half century. The city's youngsters—its future leaders—as well as adults would benefit immeasurably from facilities equal to those in other cities, civic and educational leaders have stated.

Better garbage removal and street maintenance would be the results of service centers in the outlying areas.

Decentralization of city services would



BEN H. WOOTEN

also bring about more efficiency and economy—a savings in the long run, according to city planners.

For only \$300,000, which will be matched by state and federal appropriations, Dallas' voters can assure themselves a satisfactory health administration building. The present headquarters of the vital city department is located in a converted residence.

Last but by no means least, if you measure lives in terms of money, is the need for traffic signals at many dangerous intersections, where serious and fatal accidents occur with tragic regularity. By approving \$100,000 worth of bonds, the voter can do his part in making Dallas the state's safest city.

What About Taxes?

There will probably be a city tax increase in 1953 if the bonds are approved. However, it is not expected to be more than 5 cents. Therefore, if you own a house valued at \$7,500, the tax increase would amount to only 92 cents a year, or less than 8 cents a month. That's a cheap installment for \$49,985,000 worth of better living.

The program, largest in Dallas' history, will benefit the five major areas of the city in almost equal amounts.

A breakdown shows South Oak Cliff will get \$4,206,500; North Oak Cliff, \$5,275,000; North Dallas, \$9,999,000; East Dallas, \$5,106,000, and South Dallas, \$4,428,000. General improvements to serve all areas total \$18,635,000. Central area work—mainly downtown—will cost \$2,335,000.

Your help is urgently needed to assure the future welfare of your city.



THREE AIRLINE PRESIDENTS met in Dallas this month to inaugurate new coast-to-coast air service over a southern route. Tom E. Braniff, right, president of Braniff International Airways which has home offices in Dallas, greets Eddie Rickenbacker, left, of Eastern Airlines, and Ralph Damon of Trans-World Airlines.

Dallas Air Gateway Joins East and West

THIS month a giant 88-passenger Super-Constellation airliner — packed to the bulkheads with mayors, civic leaders and newsmen — touched down at Dallas' Love Field on a history-making transcontinental flight from Miami, Florida, to San Francisco.

This was the pre-inaugural flight of a new southern transcontinental air route on which Dallas is to be one of the most important links.

The new route ties together more than 15,000,000 citizens of Florida, Texas, and California. It is made possible through an equipment interchange agreement between Eastern Air Lines, Braniff International Airways, and Trans-World Airlines recently approved by the Civil Aeronautics Board. The first regular flight was made April 14.

The new service offers Dallas air travelers one daily flight in each direction, east or west, and one-plane service in the super-constellation. The route is composed of three main legs, between

Miami and Houston, from Houston to Amarillo through Dallas and from Amarillo to San Francisco via Los Angeles and Oakland. Eastern crews handle the four-engine Super-Constellation on the first leg, Braniff the second, and TWA the western portion.

Hosts on the pre-inaugural ceremonial flight were T. E. Braniff, president of Love Field-based Braniff International Airways; "Captain Eddie" Rickenbacker, New York, Eastern Airlines president; and Ralph S. Damon, also of New

York, TWA president. Mayor J. B. Adoue, Jr., headed the Dallas delegation.

The pre-inaugural flight originated at Miami. Delegations from Miami, Miami Beach, Tampa, Florida, and Houston boarded the Super-Constellation before it roared into Dallas at 325 miles an hour. Here, Mayor Adoue and other Dallas guests greeted the ship at Love Field and joined the dignitaries at a luncheon and reception at Brook Hollow Country Club.

The Constellation continued its flight shortly after noon, picking up additional guests at Amarillo and Los Angeles before reaching San Francisco, where it was met by San Francisco civic leaders. The next two days were devoted to a round of festivities in San Francisco, Oakland and Los Angeles.

The eastbound pre-inaugural flight took guests to Houston for a stop-over at the Shamrock Hotel, and then on to Miami for still more festivities. The plane returned to Houston, Dallas and Amarillo.

Aboard from Dallas, in addition to Mayor Adoue, were Jack Garrett representing the Chamber of Commerce, Frank Langston, business editor of the *Daily Times Herald*; Jack B. Krueger, *Dallas Morning News*; Mr. Braniff, Charles E. Beard and Walter Henshel, executive vice president and director of public relations, respectively, for Braniff International Airways.

Long sought by many residents of the areas concerned as well as the three airlines, the new service closes the last major gap on the transcontinental air transportation map by linking the Atlantic and Pacific coasts across the southern half of the country. According to reports the new route is the result of more than six years' effort by key officials of Florida and the Gulf Coast area and Southwest, who sought a southern transcontinental route to match the four air routes across other portions of the United States.



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BRITISH AMBASSADOR, Sir Oliver Franks, center, was greeted by Chamber President Ben H. Wooten, left, at the luncheon sponsored by directors of the Dallas Chamber of Commerce in his honor. Colonel Laurie Priesack, right, British vice consul in Dallas, presented the ambassador to Mr. Wooten at the City Club.



FRENCH AMBASSADOR, Henri Bonnet, second from left, heard plans for Dallas' new international merchandise mart explained by J. N. Fisher, left, who is planning the project. Ray Miller, vice president of the Mercantile National Bank, and H. N. Mallon, president of the Dallas Council on World Affairs, are at right.

Two Ambassadors Honored in Dallas

THE Dallas Chamber of Commerce last month joined with other civic groups in honoring two ambassadors to the United States.

With visits sponsored by the Dallas Council on World Affairs, the dignitaries appeared on the Dallas scene less than a week apart.

Sir Oliver Franks, British ambassador to the United States and Henri Bonnet, French ambassador, were welcomed in traditional Texas style, then given an opportunity to tell the views of their country to the citizens of the Southwest.

Directors of the Dallas Chamber honored Sir Oliver with a luncheon at the City Club.

Addressing the meeting sponsored by the Dallas Council on World Affairs, the British Ambassador said that the world's desire for peace after the last war has not been realized because of "the aggressive imperialism of Communism centered in Moscow."

To defend itself, he said, the free world—disorganized four or five years ago—had to achieve strength. He called the progress made by the North Atlantic Treaty Organization astonishing.

"There's a great deal of work to do," he said, "but who would have thought that 14 countries could reach such agreement, and not for war?"

M. Bonnet addressed a dinner meeting

in the Grand Ballroom of the Hotel Adolphus. He stated that France was trying to eliminate causes of division in Europe by proposing the Schuman Plan for pool of production of coal and steel, the building of a European Defense Community and creation of a Federal European Army.

"These things greatly multiply the value of the contribution of the free countries of Europe towards the stability and the defense of the free world," he declared.

H. N. Mallon, president of the council, presided at the meeting. Harold F. Volk, vice president of the Dallas Chamber of Commerce, introduced M. Bonnet.

CONSUL GENERAL for Texas and New Mexico, J. T. Henderson, seated, talked with Chamber Directors L. C. Porter, left, and Louie Kimple, right.

DIRECTORS OF THE DALLAS CHAMBER honored Sir Oliver Franks with a luncheon at the City Club. Guests at the head table included, left to right, Allen Merriam, J. T. Henderson, British consul general for Texas and New Mexico, Mayor J. B. Adoue, Jr., Sir Oliver Franks, Ben H. Wooten, Colonel Laurie Priesack, and James Ralph Wood.



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GRASS UNDER STUDY at the Texas Research Foundation will be explained to visitors at the annual open house and barbecue sponsored jointly by the Dallas Chamber of Commerce and the Citizens' Council. Dr. C. L. Lundell, director of the foundation, shows a specimen to W. G. Vollmer, vice president and chairman of the finance committee.

Texas Research Foundation Plans Open House May 21

TEXAS Research Foundation as the instrument through which business is working with the farmer to reinforce the agricultural economy of our region will hold its annual open house and barbecue at Renner next month.

The annual meeting, which last year attracted more than 2,000 farmers and businessmen, will be jointly sponsored by supporters of the foundation, the Dallas Chamber of Commerce and the Dallas Citizens' Council on May 21.

The annual open house provides businessmen an opportunity to see first-hand the results of the \$250,000 which they are subscribing annually to carry on the foundation's aggressive long-range program for a permanently productive agriculture designed to revitalize the rural life of the area.

In conducted tours of the scientific labs and of the 512 acres of crop and pasture land at the foundation, visitors will see a unified program underway to develop farming systems suitable for the soils of this region which will (1) prevent erosion and restore fertility, (2) increase yields and (3) provide additional revenue to the farmer.

Seventeen different farming systems are under study. The philosophy of the foundation is that grasses and legumes

constitute one of the crops in the diversification cycle and that they not only build up the depleted soils but, when used in combination with livestock, constitute a profitable cash crop.

The visitors will see the foundation's experimentation with both cool season and warm season grasses. They will see experimental plantings of various oil seed crops as the foundation searches for a profitable new source of vegetable oil to fill the declining role of cotton seed. They will see new corn hybrids being developed, radio active fertilizer experiments and hear reports on the fundamental research which is being carried on in the chemical and soil science laboratories.

Dr. P. V. Cardon, administrator emeritus of the Agricultural Research Administration, U. S. D. A., will be the principal speaker on the night following the barbecue dinner. Dr. Cardon is one of the most noted men in American agriculture and is known among men of agricultural science throughout the world. Dr. C. L. Lundell is director of the foundation.

A highlight of the program will be the presentation of the Hoblitzelle agricultural award to the Texas scientist who in the past three years has made the

greatest contribution to agriculture in the state. This Hoblitzelle Achievement Award for the Advancement of Texas Rural Life consists of \$5,000 in cash and a gold medal.

"The purpose of the award is to encourage significant contributions to the advancement of our agriculture and to create the widest possible awareness among our people of the need for better systems of farming," Karl Hoblitzelle, president of the foundation, announced.

The awards, made for the first time last year, were established by Mr. Hoblitzelle through the foundation.

Started in February, 1944, as the Institute of Technology and Plant Industry, the foundation was at first a branch of the Southern Methodist University. The organization was separately incorporated on May 9, 1946, and since has functioned as a non-profit corporation financed in its entirety by business and industry.

Its officers and directors are Nathan Adams and John W. Carpenter, co-chairmen of the board of trustees; Karl Hoblitzelle, president; George MacGregor, vice president and chairman of the executive committee; A. G. Hopkins, vice president; W. G. Vollmer, vice president and chairman of the finance committee; Fred F. Florence, treasurer; Van Alen Hollomon, secretary; Dr. Lundell, director, and Ralph Andrews, auditor.

Trustees are Nathan Adams, John R. Alford, Leland Anderson, A. H. Bailey, T. E. Braniff, Joe Bridwell, John W. Carpenter, E. M. (Ted) Dealey, E. L. DeGolyer, Fred F. Florence, R. B. George, Tom C. Gooch, Dilworth S. Hager, Karl Hoblitzelle, A. G. Hopkins, Don H. Houseman, D. A. Hulcy, J. C. Karcher, Richard Kleberg, J. L. Latimer, Umphrey Lee, H. Stanley Marcus, George L. MacGregor, R. G. McCord, Eugene McDermott, Homer Mitchell, J. W. Simmons, Tom Slick, Eugene B. Smith, R. L. Thornton, W. G. Vollmer, Ralph Wood, Ben H. Wooten and Joe Zeppa.

"A simple problem in mathematics is involved in our agriculture of the future," said Dr. Lundell. "The world's population is adding new millions each year. There will be no new frontiers to explore. We must make the best possible use of the land that is here for us. We must make every acre produce at an efficient maximum. We must kindle a prosperity in our rural areas which will encourage people to stay on the land to serve as a fountain for renewing our spiritual life and for providing virile leadership in our democracy."



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Grand Opera Time

By John Rosenfield

Amusement Editor, Dallas Morning News

THE special audience of this publication can understand better than others what the Metropolitan Opera Association is trying to do. It is redesigning and retooling for the next 50 years while remaining in operation.

Costs of new scenery and costumes and the pyramiding expenses of rehearsals for new staging make every "reform" a major project costing \$100,000 or more at a minimum. Public pressures on the opera house are cyclonic and disturbing. There are hundreds of operas in the warehouses and singers who know the roles involved.

Music critics incessantly demand new works and the proper experimentation that keeps the pulse of opera vital. The public has not tired of old favorites and insists on them in high fashion and finished style. The position of general manager of the Metropolitan can be occupied only by a man with a clear head and steady nerves. A good temper is also useful and Rudolf Bing, a self-possessed man, has been known to lose his.

But he has done wonders in his two seasons. Every new production has been a success and even the opera house's merciless critics concede that they are styled



Stars of the Dallas Opera Season

- | | |
|--|--|
| 1. Mario del Monaco in "Aida." | 6. Hilde Gueden in "La Boheme." |
| 2. Nicola Moscona in "La Boheme." | 7. Norman Scott in "Aida." |
| 3. Alessio de Paolis in "Carmen." | 8. Nadine Conner in "Carmen." |
| 4. Eleanor Steber in "Cosi Fan Tutte." | 9. Lorenzo Alvary in "Cosi Fan Tutte." |
| 5. Richard Tucker in "Cosi Fan Tutte." | 10. Robert Merrill in "Aida." |
| | 11. Zinka Milanov in "Aida." |



to the taste of 1952, the ideological conceptions of acting and dramatic logic. And the repertoire of the company, deliberately shortened, has expanded phenomenally and beyond expectations.

The Metropolitan Opera's southwestern tour probably would not take place without the security of the underwriting developed by the Dallas Grand Opera Association, a quarter of a million dollar sum on call for possible deficits. There never has been a deficit but the money has remained in view since 1939.

In this strategic situation the Dallas Grand Opera Association has a choice

of repertoire and casts. For the 1951 and now the 1952 it has given here the newly-staged operas almost as speedily as available. It misses but one this year, Verdi's "Rigoletto." But the cast offered is practically that which sang a "Rigoletto" here in 1946, and the distinctions of old and new productions are not sharp.

Another new Metropolitan production, or productions, is the double-bill, "Cavalleria Rusticana" and "Pagliacci," the merits of which are controversial. Still we might have tried them under special circumstances, but they involve the same set of singers offered in "Aida,"

about which there is no controversy. So the double-bill was passed up in favor of "Aida," which should be a privilege.

Three of the usual four operas for Dallas, May 9 to 11, are the new productions. One, "La Boheme," is the oldest on record. We don't believe anything drastic has been done with it since 1900. Next year it will have a new English translation, new dress, new casting, new stage direction. Personally we are going to take a fond look at the Puccini opus in its pristine flavor. We have loved few operas more.

Verdi's "Aida" will open the Dallas



season on the night of Friday, May 9, at State Fair Auditorium. Outdoors weather will be no factor as the auditorium's first-class air-conditioned system assures a temperature of 70 degrees. Here will be the grandest of grand operas in the glory of new study and staging.

Margaret Webster, the Broadway director noted for her Shakespeare and other period pieces, had charge. Rolf Gerard created the new sets which break entirely with the nineteenth century system of enormous painted drops. The magnificence of ancient Egypt is symbolized by statuesque cutouts and set pieces. All the new arts of backlighting are applied to give spaciousness.

The "Aida" voices, that old-fashioned commodity, also should be interesting. Mario del Monaco, the new and handsome Italian tenor with a voice as big and brilliant as any ever heard in this country, will sing "Radames." Zinka Milanov, famed dramatic soprano, will make her Dallas debut in the title part. Blanche Thebom will sing the important mezzo-soprano role of Amneris. She should be sufficiently handsome to arouse once more the critical question, "What is the matter with Radames' eyesight?"

Jerome Hines will intone the stern measures of the high priest, Ramfis, and Robert Merrill, the best baritone voice of our time, is back in the company's good graces and will sing the Ethiopian king, Amonasro. Lucine Amara as the priestess, Thomas Hayward as the messenger and Norman Scott as the Egyptian king will complete the cast.

The performance will be under the baton of the man who prepared the new "Aida" musically, Fausto Cleva. Zachary Solov has designed the new dances which give the ballet an important function in opera grandissima.

Puccini's "La Boheme" for Saturday afternoon, May 10, has many points of interest. Giuseppe di Stefano, the young Italian tenor and in our opinion the owner of the best voice of his class to come out of Italy since the war, will sing his first Rodolfo here. Hilde Gueden, a famed lyric soprano from Vienna, will bow to Dallas as Musetta. Incidentally the new management of the Metropolitan has quit casting inexperienced youngsters as Musetta and has awarded the part to ranking prima donnas for two seasons.

The quartet of Bohemians, meaning

artists and philosophers of the Paris Latin Quarter, will be completed by Frank Valentino as Marcello, Clifford Harvuot as Schaunard and Nicola Moscona as Colline. Others are Lawrence Davidson as Benoit, Alessio de Paolis as Alcindoro and Paul Franke as Parpignol. Alberto Erede will conduct.

Mozart's "Cosi Fan Tutte" for Saturday night, May 10, is another new project. This is the blithe comedy of a vintage of the great Mozart operas, "Don Giovanni," "Marriage of Figaro," "The Magic Flute" and "La Clemenza di Tito."

Thomas and Ruth Martin fashioned an English libretto, the happy quality of which is indicated by the translated subtitle, "Women Are Like That." It takes an all-star cast which, in our case, will involve Eleanor Steber, soprano; Patrice Munsel, soprano; Mildred Miller, the new leading mezzo-soprano; Richard Tucker, tenor; Frank Guarrera, baritone, and Lorenza Alvary, basso-buffo.

"Cosi Fan Tutte" is expected to make the public laugh as at any comic show. To this end Alfred Lunt, famed actor and director, was brought from Broadway (or his Wisconsin retreat) to give the staging his touch. Fritz Stiedry was in general charge, musically as well as dramatically, and Mr. Stiedry will conduct here. Sets and costumes were designed by Rolf Gerard.

Mr. Gerard also created the new settings and costumes for Bizet's "Carmen," which will conclude the season on the afternoon of Sunday, May 11, with the usual matinee. More importantly a strong dramatic line has been given the "Carmen" story, still a good one. The stager was Tyrone Guthrie from London's "Old Vic" enterprises. The eminent conductor, one of the finest of our generation, Fritz Reiner, was in charge and will conduct it here.

The impact of this "Carmen" on New York audiences has been sensational. Rise Stevens, who sang the name part in the old routine, had never had more than average success. Mr. Guthrie taught her to limn the literary Carmen character, the passionate gypsy, the woman who could not be tamed, the essential little vulgarian and spitfire.

The Stevens portrayal, with her well-known singing abilities (mezzo-soprano), is now hailed as historic, a companion of the remembered Carmens of Emma Calve, Jeanne Gerville-Reache, Maria Guay and Geraldine Farrar. Dallas will have the chance to enjoy it.

The role of Micaela, the peasant sweet-

(Continued on Page 74)

MET STARS appearing in Dallas this opera season are (12) Giuseppe Di Stefano in "La Boheme," (13) Rise Stevens in "Carmen," (14) Blanche Thebom in "Aida," (15) Patrice Munsel in "Cosi Fan Tutte."



Interracial Committee Emphasizes Housing Needs

A SIGNIFICANT step in Dallas' drive to improve interracial relations was taken recently with the formation of the Dallas Citizens' Interracial Association.

A non-profit corporation chartered by the state of Texas, the association has the immediate objective of helping solve the thorny problem of adequate housing for Dallas Negroes. In short, to find a suitable area where Negro citizens may build homes, duplexes and apartments with the full co-operation of all citizens.

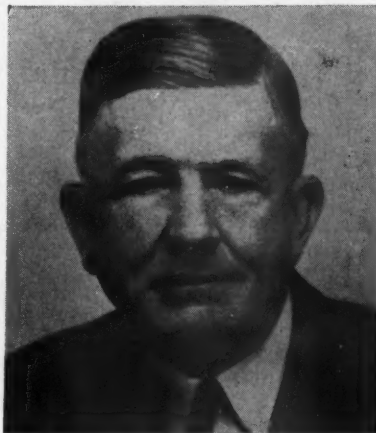
Jerome K. Crossman was named president of the association; M. J. Norrell, executive vice president, and John E. Mitchell, Jr., and R. L. Thornton, Sr., vice presidents. Other officers are Louis Tobian, secretary, and Ben H. Wooten, treasurer. Directors are Nathan Adams, Waller C. Boedeker, S. J. Hay, John T. Higginbotham, Sam W. Hudson, Jr., J. L. Latimer, Stanley Marcus, John W. Rice, R. D. Suddarth and Fred F. Florence.

Offices of the association are in the Dallas Chamber of Commerce Building at 1101 Commerce Street.

Commenting on the association, Mr. Crossman said, "It is to be remembered that early in 1950 a joint committee of the Dallas Chamber of Commerce and the Dallas Citizens Council made a detailed study of the condition of Negro housing in Dallas—and in the committee's comprehensive reports are these words of warning, '... the condition of Negro housing in Dallas today is fraught with dangers which, unless promptly and wisely corrected, can bring about in the near future bad interracial relations, economic losses, much sickness with the possibility of epidemics and many other serious consequences. It is believed about 4,000 additional dwellings are needed in the immediate future to relieve the distress and tension'."

Mr. Crossman noted certain housing provisions have been made for the "very low income groups." But to date little has been worked out for middle and upper income brackets who desire either to build their own homes or rent standard houses, he added.

"The association will neither purchase sites nor engage in the building of homes," Mr. Crossman declared. "The



M. J. NORRELL

officers and directors believe the association can furnish a uniform and impartial service to all individuals and groups in Dallas interested in and willing to share in the proposed building program.

"The association will seek to co-ordinate its program with all individuals, organizations and agencies, without in any way duplicating, overlapping, or trespassing upon the prerogatives and activities that any one of them is presently engaged in, simply seeking to co-ordinate the efforts of all agencies and groups interested in improved interracial relations. The association urges both groups and individuals to submit to its office data suggesting suitable sites for Negro housing."

Two hundred invitations to leading civic workers inviting them to serve on an advisory council of the association have been sent out.

Mr. Norrell formerly headed the Dallas Interracial Committee, forerunner of the interracial association. He was a labor relations expert with Magnolia Petroleum Company for 17 years and is a former Dallas city councilman.

"As we assist in better housing," Mr. Crossman commented, "that will in turn mean better living and better citizens, may we also seek out the road of human understanding, find it, and have the strength, patience and courage to follow it."

"The Dallas Citizens Interracial Association needs and solicits the understanding support and co-operation and good will of every Dallas citizen in this work."



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A. Harris & Company Expands. During this, the sixty-fifth year of A. Harris & Company's history, Dallas will see the completion of the first step in a three-phase expansion program. Most of the first five floors of the company will be devoted to selling space and customer services when the expansion phase is completed. All offices and non-selling departments which can, will be moved to the sixth, seventh, eighth and ninth floors. Departmental planning and layout, fixture design, decorative schemes are under the supervision of James L. Hodges, director of store planning. More than 25,000 additional square feet will be provided by the new building. The above photo is the architect's concept of the A. Harris & Company store when the expansion program is completed.

Stores Mark Birthday. The five Morris neighborhood department stores recognized 22 years of progress in Dallas recently with a three-day celebration sale.

Everts Officials Named. New manager of Arthur A. Everts Company in Highland Park Village is John B. Stockton. J. E. Coyle has been named buyer and manager of the crystal, china and art departments in both the suburban and downtown stores. Mr. Stockton has been with Everts three years. Mr. Coyle was formerly a jewelry merchandise manager in Birmingham, Alabama.

Food Store Remodeled. Cliff Food Store, 1800 Second Avenue, has been completely remodeled. Facilities both in the interior and exterior have been renovated for shopper convenience. Harold Goodman is manager of the store, one of three Cliff stores serving the Dallas area.

Shirt Shop Reopens. The National Shirt Shops' store has reopened at its former location, 1600 Main Street. The store was damaged by fire five months ago. The two-story building since has been reconstructed and modernized. Frank Workman will resume his position as manager.

Firm Changes Owners. The name of a tabulating firm formerly known as McFarlin & Carpenter has been changed to Tabulating Service of Dallas. Tom B. McFarlin has sold his interest in the firm to James A. Carpenter, his partner. The firm renders a punch card accounting, statistical, and tabulating service, specializing in inventory controls, insurance reports and sales analyses.

Expands Quarters. The Doran Chevrolet, Inc., has purchased a 9,000-square-foot building at the northeast corner of Commerce and Hawkins for truck sales and service.

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No Cost to the Employer

National Bankers Life Occupies New Addition

MOVING into its new offices late last year, National Bankers Life Insurance Company has occupied its new two-story building at 4703 Ross Avenue. Pierce P. Brooks is president of the company.

Construction was completed in December on the \$100,000 building, which was erected as a part of the company's current program of expansion. A two-story structure connected to the main home office building is designed to house all but the company's executive offices, which will remain in the old building.

The original building is the old Thorne

mansion, built in 1907 by the late L. S. Thorne, and remodelled by National Bankers Life almost two years ago. An annex at the back of the lot houses two of the company's departments.

The new building is designed to provide for increased home office activity and newly created departments necessitated by the company's expansion into four new states in 1951. The company is now active in 11 states.

The building was planned by Wiltshire & Fisher, architects, and the contractor was J. E. Morgan & Sons.

Southwestern Life Promotes Five

Five veteran employees of Southwestern Life Insurance Company were promoted to higher positions in actions taken by the company's board of directors following the annual stockholders' meeting last month.

Recently promoted were Archie Dana Harder, vice president and controller; Leon W. Ellsworth, second vice president in charge of methods and planning; Clarence C. Lane, second vice president and supervisor of agencies; Claud Miller Biles, assistant secretary, and William Griffeth, assistant secretary.

Mr. Harder joined Southwestern Life in 1925, was named auditor of the company in 1931, assistant secretary in 1934, controller in 1946 and second vice president in 1950.

Mr. Ellsworth recently completed 30 years of service with the company. He has served as assistant actuary and assistant secretary and presently heads the methods and planning department.

Mr. Lane, a native of Dallas, started as a mail clerk with Southwestern Life in 1917, returned to the company after World War I duty, became supervisor and then secretary of the agency department.

Mr. Biles, with Southwestern Life for 26 years, became supervisor of the policy writing division and in 1935 was named registrar.

Opens Dallas Branch. Binks Manufacturing Company of Chicago has opened a branch sales office and warehouse at 1209 Levee Street in the Trinity Industrial District. The new district office will serve the entire Southwest territory. The office and warehouse unit has 6,750 square feet of space and is served by railroad trackage. The company will be under the management of George Cook. E. A. Preston will be the Dallas territory sales manager.

T.A.I.A. Convention. The annual convention of the Texas Association of Insurance Agents will be held in Dallas, May 15-17. Arthur E. W. Barrett, general convention chairman and vice president of the Dallas Association of Insurance Agents, has announced that Eric C. Gambrell and Richard H. McLarry, both former Texas association presidents, will serve as vice chairmen. Max Scheid, executive secretary of the Dallas association, will serve as committee secretary.



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DALLAS, TEXAS

Galvanizing Plant Offers Dallas Area New Industry

ANOTHER new industry for the Dallas area will begin operation May 20 when the Boyles commercial hot dip galvanizing plant opens at Hurst near Dallas.

Site of the plant, an L-shaped building of 10,000 square feet, is a five-acre tract fronting State Highway 183.

Sixty persons will be employed by the plant upon its initial operation. Production has been set for 2,000 tons of galvanized goods monthly.

Cost of the plant is \$150,000, according to W. M. Boyles of Tulsa, president of the company. W. A. Brown, also of Tulsa and vice president of the firm, has been in charge of the construction work done by the firm. Building of special equipment is under contract to the Dyer Construction Company.

Negotiations to bring the plant to the Dallas-Fort Worth area date back to the fall of 1950 when Mr. Boyles asked the Dallas Chamber to help him find a site.

Months of correspondence ensued and several visits were made to Dallas from Tulsa—location of the firm's only other plant—by Mr. Boyles. The firm's president told the Dallas Chamber officials who helped him with his problems that the plant would be the only one of its kind in the Dallas-Fort Worth area. The only other one of its kind in Texas is in Houston, Mr. Boyles said.

The Fort Worth Chamber assisted in the project of finding a suitable site for the plant, which already services accounts in the Dallas and Tarrant County area.

B. A. May, a Haltom City real estate man, closed the transaction for the plant site, complimenting the location as one of the best in the Hurst area. The Rock Island Railroad will provide service at the rear of the plant.

Mr. Boyles has announced that J. P. Davidson of Tulsa will be plant superintendent.

Travel Agency Opens In New Bank Building

The Mason-Parr Travel Agents has opened an office in the First National Motor Bank Building at 1401 Elm Street. The agency, operated by Miss Lucy Lee Mason and Robert Parr, was formerly located in the Southland Life Annex Building and incorporated in October of last year.

The agents are now carrying on a non-profit educational program for local school children in touring Texas cities. They have arranged for as many as 900 school children to go by special train on an Austin sight-seeing tour. Two trips have been made to Austin and one to Waco. Future scheduled trips include visits to San Antonio and Houston.

The Mason-Parr Travel Agents are located on the ground floor of the bank building in a modern setting. Their office will soon feature a mural world map showing the various air routes.

Marlin Concern Distributor. Arvin Industries of Columbus, Indiana, has appointed Marlin Associates, 3946 West Central Expressway, as distributor of Arvin radios, television and appliances in this area.

A Good Man to Know

CHANCES are you have a small packet of cards in your desk drawer. One of them may be from your Trinity Universal Insurance agent. He and thousands of other agents just like him advise more than half a million Trinity Universal Policyholders on their insurance needs... ranging from Contractors' Bonds to Fire Policies. He is skilled in handling the problems of multiple line underwriting. You can rely on his advice... knowing that Trinity Universal puts service to you, the policyholder, above every other consideration. He is a good man for YOU to know...



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PLANS FOR OBSERVING thirty years of business in Dallas are looked over by the senior partners of the A. C. Prendergast & Company insurance agency. Left to right, they are Sam Anderson, Bob Faires and Ross Brown.

Prendergast Agency Reaches 30 Year Mark

IN AUGUST of this year, A. C. Prendergast & Company, insurance agency, the third oldest tenants in the Republic Bank Building, will reach their 30th anniversary.

Founded in 1922 as a one-man business by the late A. C. Prendergast, the firm was originally located in the Kirby Building. In 1926, the same year the present senior partner, Ross Brown, joined the firm, they moved to the Republic Bank Building where they have been doing business continuously since.

The firm has represented the Travelers Insurance Company since it began business and it has represented the Connecticut General Life Insurance Company since 1939. Writing a diversified general business it also represents such other companies as General Accident & Fire Insurance Company of Philadelphia, the Potomac Insurance Company of the District of Columbia, the Republic of Dallas, New York Underwriters, Palatine Insurance Company, London &


Lancashire Insurance Company, Fidelity & Guaranty Company, North River Insurance Company, Boston Insurance Company and others.

From the beginning the firm has tried to deal with its customers as clients, according to Ross Brown. "The agency has tried to provide complete insurance counsel and give their clients an insurance program that would provide the best and widest coverage and the most necessary protection. The firm has consistently advocated the wisdom of its clients concentrating their insurance in one agency."

Today the organization includes 15 people, including the three senior partners, who, in addition to Mr. Brown, are Sam Anderson and Bob Faires. The son of the founder, Colonel Al C. Prendergast, was a partner in the firm until his death in Korea November 5, 1951. Commander of a jet squadron, his plane crashed when he was unable to return to his home field.

GEORGE E. GRIFFIN and **GEORGE E. GRIFFIN, JR.**, father and son, have opened a law firm in the Reserve Loan Life Building.

L. ROBERT STREIT has joined the Dallas staff of the Texas investment banking firm of Eppler, Guerin & Turner. Mr. Streit is a native of Kansas.



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RA-7362
ST-1604



PARTNERS in Shelton-Loving & Bowles insurance agency which is celebrating its twenty-fifth anniversary this month are Donald E. Bowles, left, and E. E. Shelton.

Shelton-Loving and Bowles Reach Twenty-fifth Year

THIS month Shelton-Loving and Bowles is celebrating its twenty-fifth anniversary.

E. E. Shelton and the late J. G. Loving organized this insurance agency in 1927 for the purpose of providing a complete insurance service for the general public. The agency at that time was located at 1311 Commerce Street which was situated in the Adolphus Hotel Building, with Mr. O. H. Kirkland as its manager. The original companies represented by this agency were the Aetna Insurance Group, of Hartford, Conn., the Great American Insurance Group of New York and the Maryland Casualty Company of Baltimore, Maryland.

This agency was one of the charter members of the Dallas Association of Insurance Agents, and, down through the years has been active in this association, which now consists of approximately 200 leading stock company agents in Dallas.

On July 1, 1946, Donald E. Bowles became a partner in the agency after his return from the United States Naval Service, and it became known as Shelton-Loving and Bowles Insurance Agency, and is now located at 201 Magnolia Building. Mr. Bowles is a graduate of Southern Methodist University, and is now serving on the board of directors of the Dallas Association of Insurance

Agents. He is also a member of the Dallas Insurance Placement Board, which has under its jurisdiction the handling of all insurance for the City of Dallas, Board of Education, County of Dallas and the Dallas Housing Authority. He is also serving as a member of the Dallas Fire Prevention Council.

Mr. Shelton, in addition to his participating in his agency, has many other interests in the insurance industry. He is on the board of directors of the United Fidelity Life Insurance Company, a director in the Republic Insurance Company, the Republic Casualty Company and is also a member of the board of directors of the First National Bank in Dallas.

Shelton-Loving and Bowles has developed a complete insurance service in that it provides all types of fire insurance, marine coverages, every line of casualty insurance and life insurance to its customers.

LOUIS CHARNINSKY, long-time manager with Interstate Theaters, received the 1952 R. J. O'Donnell Award for outstanding showmanship at a banquet of the Dallas Variety Club this month. Mr. Charninsky is now manager of the Rialto and Capitol theaters for Trans Texas Theater.

International Underwriters Open Southwest Headquarters

OPENING in Dallas of the first office in the Southwest specializing in American insurance on foreign risks was announced this month by American International Underwriters Association.

The new insurance facility is temporarily located in the Southland Building Annex but will shortly move into permanent quarters in the new Corrigan Tower. Operations in this territory will be under the management of Walter E. Brill.

Mr. Brill, manager of the new southwestern operations, has been in the insurance business for more than 20 years. He served as manager of the casualty department and then as production vice president before coming to Texas and has been with A.I.U. since 1946, in its New York office. He has traveled abroad extensively in connection with various risks insured through the association.

His experience, before entering the foreign risk field, included senior underwriting and management positions with the American-Associated Insurance Companies of St. Louis, Liberty Mutual Insurance Company of Boston, and London Accident and Guarantee Company.

A.I.U. offers complete property and liability protection throughout the world, outside the United States and Canada, as foreign managers for a group of the nation's leading fire and casualty insurance companies. The companies represented by the association include Firemen's Insurance Company of Newark, New Jersey; Hanover Fire Insurance Company; National Union Fire Insurance Company of Pittsburgh, Pennsylvania; New Hampshire Fire Insurance Company; Security Insurance Company of New Haven; Pacific National Fire Insurance Company; Milwaukee Insurance Com-

pany of Milwaukee, Wisconsin; The Fulton Fire Insurance Company; Birmingham Fire Insurance Company of Pennsylvania; Granite State Fire Insurance Company and Commercial Insurance Company of Newark, New Jersey.

The Dallas office, seventh in the United States, has been established to provide faster and "at home" service to insurance agents and brokers in Arkansas, Louisiana, Mississippi, New Mexico, Oklahoma, and Texas. The A.I.U. organization maintains branch offices and agents in the principal cities of almost every foreign country, to assure prompt, "on the spot" claims service.

Although a newcomer to Dallas, A.I.U. is not a stranger in this part of the country. Oil and construction interests in this area have insured many of their overseas operations through other offices of the organization, while cargoes moving out of southwestern ports have been insured through the company's marine department. The new facility will provide improved service to those of the insurance-buying public in this area who travel, hold property, or have business operations in foreign countries.



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"We have been using products manufactured by your firm and find our decision to use Diebold equipment to be 100% correct. Diebold V-Line for our central control file has greatly increased our overall working efficiency. It is a pleasure to tell you that Texas Bank & Trust confirms your slogan—"Diebold has the answers"—for record keeping problems."

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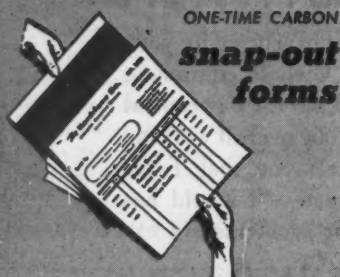
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J. C. Penney Company in Inwood Plaza. The fifth J. C. Penney suburban store in the Dallas area has opened at 5310 Inwood Plaza. The modern, completely air conditioned store is the newest addition to the modern shopping center. Built of Roman brick and cream-colored shellstone, the building includes 17,000 square feet of selling space. Fluorescent lighting and modern display equipment are other features. Leonard E. James is store manager and will be assisted by J. W. Love. Ray Morrison manages the men's and boys' department; Jim Sheppard heads the piece goods and home furnishings departments and Harvey Gustafson manages the shoes and women's accessories departments.

Clothing Store Completed. An open house celebration highlighted the recent opening of the new Morris and Son clothing store at 1615 Elm Street. Morris and Phil Weinkrantz, father and son owners, were on hand for a personal welcome to old customers and new friends in the modernistic, fully air-conditioned new home. More than \$750 in prizes were awarded during the formal opening. A Dallas institution since 1914, Morris & Son "outgrew" their store on Main Street, necessitating the move to enlarged and more modern quarters in the Elm Street location. The store was founded by Morris Weinkrantz, now president. Phil Weinkrantz is vice president.

Hospital Plans New Floor. A new sixth floor will be built on the St. Paul Hospital's annex building as soon as workmen complete razing of the present sixth floor and attic. The new floor is part of a fire hazard removal program. The sixth floor formerly served as storage space. Last October fire caused \$125,000 damage to the fifth floor, narrowly missing the sixth floor. The new floor will house 38 beds.

Hotel Buys Garage. The Baker Hotel has purchased the Nob Walter Garage, across the street from the hotel at 1410 Jackson Street. Already under operation by the hotel, the garage will be known as the Baker Hotel Garage and will store hotel guests' cars. A motor entrance to the hotel will be provided, enabling motorists to drive directly to the hotel and leave cars, which then will be taken across the street for parking in the garage.

New Hunt Store Opened. The eighth in the chain of Hunt's Department Stores is in operation at Snider Plaza and Westminister Avenue in University Park. Jay L. Skaggs, former manager of Hunt's Garland store, has been named manager of the new store. The store will offer complete lines of men's, women's and children's apparel.

Lloyd's Jewelers Move. Lloyd's Credit Jewelers has formally moved into a new home at 207 West Jefferson Boulevard. The store had operated 15 years at its original location, 133 West Jefferson Boulevard.

A NEW HOME for the Wests...

Equipped with every facility for modern insurance service. More room—more equipment—to provide our staff and our executives better surroundings and better business tools to give even better and more efficient service to local insurance agents throughout the State of Texas.



This general agency has been operating as Floyd West & Company since 1928. Back of it is more than a half-century of practical insurance experience acquired since its founding in 1899. We are proud of our record of service and the distinguished companies we represent. We are even more mindful of our continuing obligation to those we serve. We too— are building for the future of Texas and the great Southwest.



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Executive Offices



Accounting Department

Ask your local agent to place your business with one of our companies.

1500 Texas local insurance agents.

We write no direct business but operate through local insurance agents only.

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INSURANCE MANAGERS

GENERAL AGENTS

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DALLAS

PHONE RA-9391



Lighthouse for Negro Blind. The new Hexter Memorial Lighthouse for the Blind at 2729 Hatcher, a building financed by the Hoblitzelle Foundation, was dedicated April 20. Earlier in April, the agency's program for blind Negro adults began providing vocational and social rehabilitation through jobs in the lighthouse's sheltered workshop and through such courses as handicrafts, Braille, typing, and hygiene. Open

house guests saw demonstrations of the mop making, chair caning, weaving and sewing the workshop will turn out. The lighthouse was named in honor of Mr. and Mrs. Victor H. Hexter, who contributed greatly to welfare work in Dallas. The building was designed by George Dahl and built by W. Earl King. Both the Hexter Lighthouse and the Lighthouse at 4306 Capital Avenue are operated by the Dallas County Association for the Blind, an agency of the Community Chest.

WORLEY STAPLETON has been promoted to superintendent in charge of all production at the Greenville division of Temco Aircraft Corporation. He has been with Temco since 1945 and was a general foreman with Temco's subsidiary, Luscombe Airplane Corporation, in Garland for nine months prior to being transferred to the Greenville division in November 1951.

Newly elected officers of the Dallas Post 1837 of the Veterans of Foreign Wars were recently installed. They are LAWRENCE BRADLEY, commander; GEORGE BENKER, senior vice commander; FRANK WILLIAMS, junior vice commander; MEL ALBERTS, quartermaster; T. K. IRWIN, JR., advocate; the REVEREND LUKE BOLIN, chaplain; TOM HENNESSEY, surgeon, and DEAN BOSWELL, trustee.

FRANK WODRICH of the Texas Instruments, Inc., is newly elected president of the Dallas Purchasing Agents Association. Other officers include JOHN GUYNES of Magnolia Petroleum Company, first vice president; MAYNARD ROBERTSON of Briggs-Weaver Machinery Company, second vice president, and FRED D. BRADLEY, re-elected national director.

1922 THIRTY YEARS OF INSURANCE SERVICE 1952

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We believe that Patchwork will make good quilts—but will not build a sound insurance program. We recommend that our clients CONCENTRATE their Insurance in One Agency. May we help you by applying our Thirty Years of "Know-How" to your insurance problems?

A. C. PRENDERGAST & COMPANY

Insurance

Sam Anderson

Ross W. Brown, C.P.C.U.

Bob Faires

Republic National Bank Building

DALLAS

Telephone RA-6848

Professional Women Further Fashion Arts

To further good taste in the advancement of the fashion arts, the Dallas Fashion Arts, Inc., was organized this month by professional women in fashions.

The first president of the fashion group is Miss Elizabeth Cleveland, director of Texas correspondence for Fairchild Publications, publishers of Women's Wear Daily and other periodicals. Other officers are Miss Dolly Sapp, vice president; Miss Kathryn Hamm, secretary, and Miss Joy Kingston, treasurer.

Mrs. Polly Johnson is chairman of the constitution and by-laws committee, Mrs. Irene Boyce, membership chairman, and Mrs. Evelyn Lambert, program chairman. Mrs. Lambert and Mrs. Virginia Shaeffer, manager of the Dallas Fashion Center, department of the Dallas Chamber of Commerce, have been appointed to work with the Friends of the Library to inaugurate a fashion room.

Speaking to the group at a luncheon earlier this month was Miss Madeleine Darling, merchandising director of *Mademoiselle*. Special guests at the meeting were other executives of the magazine, Mrs. Betty Talbot Blackwell, editor-in-chief, Ralph R. Whittaker, Jr., executive vice president of Street & Smith publications, and Robert E. Park, advertising manager.

✓ ✓ ✓
Railroads. Dallas is served by nine main line railroads. A total of 25 passenger and 36 freight trains originate daily from Dallas. All major termini of the nation can be reached directly with non-change rail service from Dallas. The Texas and Pacific and Missouri-Kansas-Texas Lines of Texas have home offices in Dallas.

✓ ✓ ✓
Highways. More United States highways enter Dallas than any other Southwestern city. Dallas has nine United States highways and seven state highways.

✓ ✓ ✓
Bus Lines. Some 352 schedules are maintained daily from Dallas throughout the nation.

✓ ✓ ✓
Motor Freight Lines. Dallas has terminal facilities for 42 line haul carriers. Some 731 trucks are scheduled in and out of Dallas every 24 hours. More than 11,000,000 pounds of freight are brought into Dallas and 16,000,000 pounds are taken out of Dallas by motor freight daily.

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FOR 23 YEARS*

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LIFE INSURANCE COMPANY
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S. J. Hay, President

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DAD ALWAYS SELECTS
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MY DEAR, YOU MUST REMEMBER—
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*That Serves the Customer
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Back in the Seventies—when this bank was founded—the pioneer business men of Dallas looked to our officers for sound banking advice and counsel. We knew our customers then, as we do now, by their first names—and they never hesitated to sit down with us and discuss their problems.

Through the years this bank has taken pride in its reputation for sound banking. It is also proud that its customers have established a reputation for financial stability and sound business practices.

Keeping pace with progress, this bank today offers every modern banking service. Our banking house is modern—BUT we still believe in the old fashioned relationship between bank and customer.

J. B. ADOUE, JR., President

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Lv. Highland Park - - 7:41 am

TEXAS SPECIAL
Lv. Dallas Union Station 6:10 pm
Lv. Highland Park - - 6:18 pm

THE BLUEBONNET
Lv. Dallas Union Station 9:20 pm
Lv. Highland Park - - 9:28 pm

PHONE:
PRospect 7-0311

KATY
RAILROAD
NATURAL ROUTE SOUTHWEST



New Grinnell Plant Opens. The Grinnell Company, a firm with offices in Dallas for 45 years, has started operations at a new factory warehouse, fire protection fabricating shop and sales office at 161 Glass Street in the Trinity Industrial District. The building, with 21,500 square feet of floor space, will stock Grinnell's pipe fittings, nipples, pipe hangers, diaphragm valves and Thermolier unit heaters. The new building, designed by Christensen and Christensen and built by O'Rourke Construction Company, has air-conditioned offices, warehouse space with five truck docks and an overhead sprinkler system. T. E. Collins is manager of the fire protection department, and J. E. Hatt manages the supply sales department.

**Hughes Litho Company
Occupies New Building**

The Hughes Litho Company has opened its new building in the Trinity Industrial District at 1223 Levee Street. The new brick building was built to the lessee's specifications by Williams & Wagner Construction Company.

With 3,200 square feet of floor space, the building will house Hughes' completely modern lithographic plant.

Gordon M. Hughes, owner, was for a number of years Southwestern branch manager for a manufacturer of graphic arts equipment with headquarters in Dallas. The new plant, equipped with a Harris offset press and platemaking machinery, now is in full operation. Tom Fearn is in charge of the camera layout and platemaking operations and James Oakley is in charge of the pressroom.

Both the construction firm and the Hughes company were represented in the negotiation of the lease by W. E. (Bill) Campbell, Jr., of the Moser Company, real estate brokers.

Confectionery Reopens. Formerly operated as a Carnation retail ice cream store, Henry's, a confectionary, has reopened under the ownership and management of T. E. Henry. Located at 3604 Oak Lawn, the store has been remodeled and equipped with modern new booths and fixtures.

**Quaker Rubber Company
Opens Sales Offices**

The Quaker Rubber Corporation, another new facility for Dallas, has opened a 5,000 square foot sales office and warehouse in the Trinity Industrial District at 1327 Levee.

A division of H. K. Porter Company, of Philadelphia, the firm will ship such rubber products as industrial hose, belting and packing to the southwestern states of Texas, Oklahoma, Arkansas and New Mexico.

Of red brick with dock high truck doors and rail trackage, the Dallas building will serve as a direct factory outlet. D. C. Hahn is Dallas manager.

C. E. Fritch was the general contractor. Sanders Campbell of The Moser Company, realtors, handled the lease negotiations.

Phone Firm to Change Name. The name of the Southwestern Associated Telephone Company will be changed soon to the General Telephone Company of the Southwest, Roy Autry, president, has announced from home offices in Dallas. The company is a subsidiary of General Telephone Company.

Opens New Office. The Dallas District Office of the Texas Employment Commission has opened new offices at 2314 Live Oak and Central Expressway this month.

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W. H. PAINTER
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General Counsel
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Sales Educational Director
W. H. SNEAD
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Agency Secretary
ELIZABETH SPINKS
Assistant Secretary
ROBERTA HARTMAN
Assistant Secretary
LUCILLE HOLIMAN
Manager Policy Department
MARGARET CLAYPOOL
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L. H. CULLUM
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DR. HOWARD K. CRUTCHER
Medical Director
CHARLES D. TURNER
Attorney
Turner, Rodgers, Winn, Scurlock
and Terry, Dallas
BARNIE V. HENEGAR
President, Southland Supply Co.
Dallas

31st PROGRESS REPORT

Comparative Condensed Financial Statement December 31, 1950-1951

ASSETS		1950	1951
Cash		\$ 676,016.31	\$ 874,094.45
U. S. Government, Municipal and Other Bonds		2,289,611.14	2,339,495.64
First Mortgage Loans		14,865,213.79	15,484,400.93
Collateral Loans		36,411.30	5,140.07
Stocks		543,801.16	1,458,874.99
Home Office Building and Lot		1,596,628.26	1,687,262.93
*(Including permanent improvements completed in 1951) less depreciation.			
Policy Loans			
Automatic Premium Loans			
Premiums in Course of Collection			
Sundry Assets			
Total Assets		1,405,423.16	1,615,443.30
		529,082.79	570,192.86
		639,513.66	722,682.58
		96,405.16	98,483.55
		\$22,678,106.73	\$24,856,071.30
LIABILITIES			
Current Bills Due or Accrued		\$ 18,620.76	\$ 23,496.48
Premiums and Interest Collected in Advance		483,836.71	489,679.65
Reserved for Incomplete and Unreported Death Claims		25,945.00	40,734.77
Reserved for City, State and County, and Federal Taxes		65,533.86	74,599.25
Other Sundry Liabilities		372,003.33	342,205.26
Total Current Liabilities		\$ 965,959.66	\$ 970,715.41
Funds Exclusively for Protection of Policyholders			
Full Legal Reserve on Outstanding Policies		\$17,894,454.23	\$19,701,429.84
Capital Stock		1,500,000.00	1,500,000.00
Surplus		2,317,692.84	2,683,926.05
Total Liabilities		\$22,678,106.73	\$24,856,071.30

"The results achieved by the Company are well above average for the business. In our opinion it has more than ample margins for contingencies. Upon the foregoing analysis of its present position we recommend this company."—from Best's Life Insurance Reports.

*This is the highest rating that any Company can receive.

Insurance in Force
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Paid to Policyholders
and Beneficiaries
Since Organization
\$11,977,131.53

UNITED FIDELITY Life Insurance Company

HOME OFFICE

Elm at Griffin

DALLAS, TEXAS



Quadruples Plant Size. The Texas Envelope Company has opened a new modern plant at 2512 Hawes Avenue that quadruples former manufacturing and storage space. Production capacity is being increased with additional equipment in all departments. The new plant is an efficient single floor plan for continuous flow manufacturing operations. Raw materials can be unloaded from two railway cars at one time, and the finished product leaves the truck dock indenture at the opposite end. The company designs and

manufactures a complete line of envelopes for every commercial and business requirement and serves the great Dallas market as well as Northern Texas, Oklahoma and adjoining territories. Texas Envelope Company started only five years ago, is a Texas corporation and affiliated with modern envelope manufacturing plants in San Antonio; Omaha, Nebraska; Denver, Colorado; San Francisco and Los Angeles, California. Operations of the company are under the direction of L. E. Caldwell, Jr., general manager.

GORDON G. GUIBERSON is the newly elected president of the Guiberson Corporation, manufacturer and distributor of oil field equipment. He formerly was chairman of the executive committee of the firm which has been under the management of members of the Guiberson family since it was founded in 1919.

T. J. SCOTT has been promoted to southern division manager of Sunkist Growers, Inc.

FRANK H. OSHLO, actuary of the Reserve Life Insurance Company, has been elected vice president and actuary of the company. He has been associated there for the past two years.

SAM B. LEWIS, JR., has opened his architectural office at 5008½ Greenville Avenue this month. Mr. Lewis previously worked with **JACK CORRIGAN**, architectural firm, and **HOWARD MEYER**, architect.

WILBURN L. PAGE is now associated with the Great American Reserve Insurance Company as director of public relations and agency secretary. He formerly was with the Rominger Advertising Agency as an account executive in public relations and advertising.

ROBERT THOMPSON has been appointed manager of the Carpenter Paper Company this month in the Dallas division of the coarse paper department.

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Armored Motor Service, Inc., with its armed guards and bullet-proof motor cars, removes the danger of armed robbery on your money and valuables—and assures full responsibility from the time a consignment is picked up from you—until safe delivery is completed.

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A record of over 23 years of satisfactory service to business institutions stands back of our guarantee of satisfaction to you. A One Million Dollar **ALL RISK** blanket policy from one of the nation's oldest and largest insurance companies protects our clients against any loss whatever.

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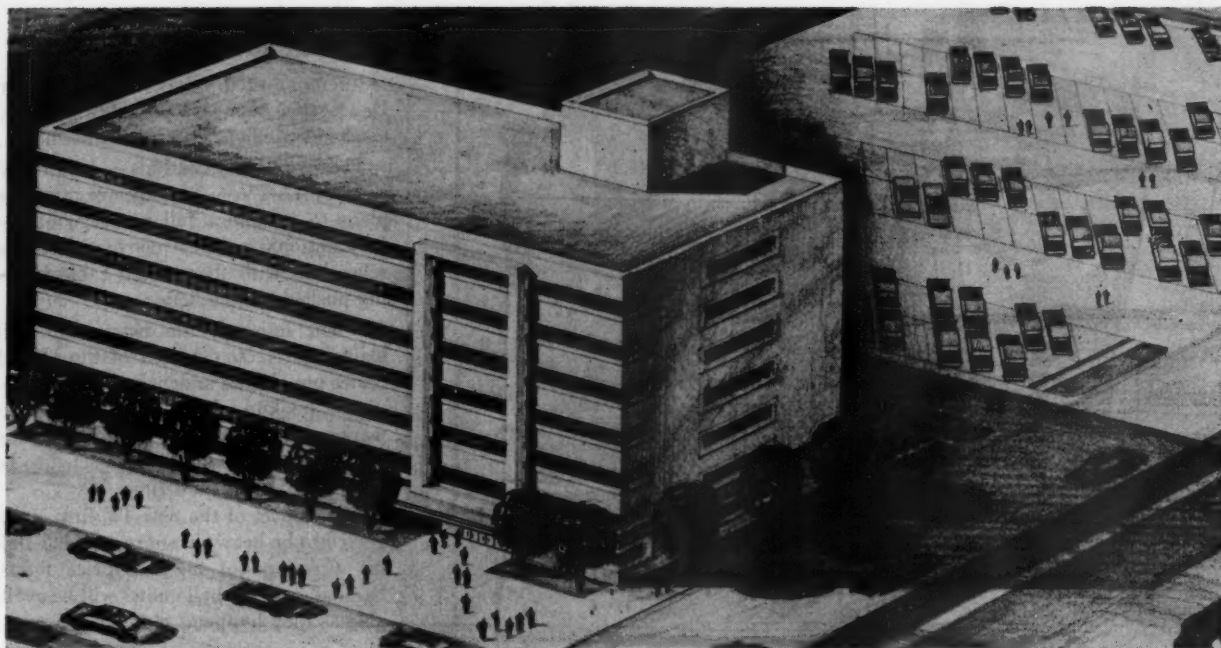
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\$400,000 Medical Building. This architect's sketch by Howard K. Smith and Joseph M. Mills pictures a seven-story building with approximately 125 offices that will be built at Gaston Avenue, Washington Street and Floyd Street. Completion of the building is scheduled for early in 1953. Offices will be leased exclusively to physicians by Alex D. Hudson, of Hudson & Hudson, realtors. The new building is to be an

outstanding addition to the Baylor Hospital complex. Of masonry and steel construction, it will have an exterior of face brick and Austin cream cut stone. The Medic Corporation announced that construction would begin when the site, formerly the R. H. Stewart estate, is cleared. The building will have 65,000 square feet of office space and a parking lot to accommodate 200 cars.



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Dallas companies in whom you put your trust...by the same token... put their trust in STEWART OFFICE SUPPLY COMPANY for expert planning and furnishing. Mr. Anton E. Hill, Secretary-Treasurer of the Praetorian Insurance Company, followed this rule for complete satisfaction when remodeling his private office. The result—a beautiful office, carefully planned and co-ordinated... using the products of such outstanding manufacturers as Standard Furniture Company... Gunlocke... and Carlton-Surrey.

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<input checked="" type="checkbox"/> Medical and Surgical Reimbursement	<input checked="" type="checkbox"/> Brokerage
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Registered Life Protection

Republic National Life Insurance Company
Theo. P. Beasley, President Home Office: Dallas

National Television Link Expected by July

Interconnected television is due for Dallas this summer, probably in July, local video officials revealed this month.

The two Dallas stations — KRLD-TV and WFAA-TV — already are mapping plans to announce full coverage of the July national political conventions. The relay link with the coaxial cable is being pushed to completion.

When finished, the new setup will bring nearly 60 per cent of the United States population under the national television hookup. It will mean live network programs for 99 per cent of the 17,400,000 television sets expected to be in circulation by that time.

The impact of the new TV link is expected to be heavy in sports-minded Dallas. Coverage of big-time prize fights, baseball and football games will be available as they happen.

New Air Conditioning. J. Robert Nalley, Jr., and E. P. Weatherby, Jr., have opened the Nalley-Weatherby Air Conditioning Company at 2801 Live Oak Street. The firm is an authorized dealer in General Electric heat pumps, heating and year-round air conditioning systems. The company will handle installations for residences and small businesses.

Personnel School. All personnel administration training schools for civilian employees of the Army in an 11-state area will be moved to Dallas from San Antonio. Peter M. Tamburo, field representative for the office of the Secretary of the Army in Dallas, said the transfer would be made as soon as government space is located here. Stuart L. Reed will be in charge of the course.

Pioneer Orders Planes. Five Convair-Liner 340 transports have been ordered by Pioneer Air Lines from Consolidated-Vultee Aircraft Corporation for delivery in January, 1954. Pioneer recently announced the purchase of nine Pacemaster planes which will be put in service in June of this year, replacing the company's 11 DC-3 planes.

Association Meeting. The National Office Management Association has announced the Dallas chapter's methods clinic will be held at the Hotel Baker on June 30 and July 1.

Southern Methodist Plans New Building

Plans for a new \$450,000 theology building have been announced by officials of Southern Methodist University.

The new three-story building will contain classrooms and offices for the seminary. It will be named Selecman Hall in honor of Dr. Charles C. Selecman of Dallas, retired Methodist bishop and former S.M.U. president.

Mr. and Mrs. Joe Perkins, philanthropists of Wichita Falls, provided the funds for the new building.

Mark Lemmon, Dallas architect, is scheduled to have plans completed within a month, Willis Tate, vice president of S.M.U., said. The new building will help relieve the over-crowded seminary, which now has more than 400 students.

The new seminary building is the second major building announced this month for S.M.U.

Early this month it was announced that the will of the late Mrs. J. W. Fincher of Houston had set aside \$1,500,000 to erect a school of business administration at the university in memory of her husband.

S.M.U.'s new Perkins School of Theology was officially opened and dedicated last year. The original buildings cost an estimated \$3,500,000 with the Perkins couple donating a major portion of the money.

Replaces Planes. Pioneer Air Lines is replacing its entire fleet of 11 prewar-designed DC-3 airplanes with nine new 270-mile-an-hour twin-engine Martin Airlines. General Robert J. Smith is company president. The new Martins will carry 36 passengers, have 50 per cent more seating capacity and provide space for transport of 3,350 pounds of cargo.

Rug Firm. Construction has begun on a 32,000-square-foot building for a Dallas branch of the Renard Linoleum & Rug Company of St. Louis, Missouri. The site is at 2335 Burbank near Harry Hines Boulevard. H. H. Archer is the branch manager of the firm.

Television Firm. A Dallas distributorship for Satchell-Carlson television receivers has opened for business at 3012 Ross Avenue. The new firm is Television Dallas and is managed by Don Freeman. The opening marks the advent of Satchell-Carlson TV line in North Texas.

3 Years of Progress by SOUTHWESTERN Fire and Casualty Company

Assets:

1949	\$1,847,785.21
1950	\$2,394,865.03
1951	\$2,937,204.26

Comparative Condensed Statement

As of December 31, 1951

ASSETS

	1950	1951
Bonds	\$ 900,849.94	\$ 775,224.66
Stocks	1,114,313.00	1,536,346.00
Cash on Deposit	150,088.49	213,916.14
Premium balances receivable less reinsurance payable	225,302.39	408,774.38
Accrued interest receivable	4,311.21	2,943.08
Total admitted assets	\$2,394,865.03	\$2,937,204.26

LIABILITIES

Reserve for unpaid losses and adjustment expenses	\$ 100,251.75	\$ 189,337.09
Reserve for unearned premiums	903,588.06	1,288,216.04
Reserve for taxes	24,444.48	41,922.10
Reserve for other liabilities	19,314.11	54,756.42
Total liabilities except capital	\$1,047,598.40	\$1,574,231.65
Capital paid up	500,000.00	500,000.00
Surplus	847,266.63	862,972.61
	\$2,394,865.03	\$2,937,204.26

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(BOB, CULLUM & BOB THOMPSON, JR.)

Social Science Service Selects Dallas Home

Social science papers will be published through the foundation established in Dallas this month by the Southwestern Social Science Association.

The association voted to establish the headquarters in Dallas at the close of its annual two-day meeting in the Hotel Baker. W. M. Pritchett of the Federal Reserve Bank in Dallas was chosen temporary chairman of the board of trustees.

Deserving papers will be published and distributed to libraries, colleges and universities as well as individuals, firms or association members requesting them. A fund has been established by the group in a desire to "further the dissemination of knowledge."

National Van Lines. A new 12,000 square foot building in the Trinity Industrial District at 918 Dragon Street is underway for the National Van Lines.

This company, with Maynard Hammel as Dallas Branch manager, is one of the largest truckers of household goods in the nation and is one of only five in the country with permits to operate in all 48 states.

The new white brick building trimmed with stone and pink Roman brick is being constructed on a 27,500 square foot tract and will house air conditioned offices and warehouse space for permanent storage of household goods. It will have five outside loading docks and 15,000 square feet of paved parking area.

Present quarters at 2609 South Ervay were established in Dallas four years ago. The company operates 275 semi-trailer units on roads throughout the United States.

The new plant is expected to be ready for occupancy by May 1, according to Mr. Hammel. Williams and Wagner are general contractors. National Van Lines owns the building.

Wyatt Anniversary. Wyatt Food Stores celebrated their twenty-first anniversary this month. There are now 22 super markets in the Wyatt group, with 19 located in Dallas. In addition, Wyatt also operates 10 cafeterias.

Battery Cap Agent. Hirzig-Frazier Company has been appointed factory representative in the Dallas territory for Industrial Research, Inc., manufacturer of Hydrocap, a type of cap for car and truck batteries.

Republic National Life Announces 3 Promotions

Local insurance officials, Hilton Campbell, A. P. Dowlen and G. T. Delahunty, of the Republic National Life Insurance Company, have been advanced in positions with the Dallas legal reserve life insurance company.

Hilton Campbell, who has been assistant secretary and office manager, is now secretary, succeeding Clarence J. Skelton, previously appointed vice president and director of agencies. Promotions were announced of Mr. Delahunty, claim department manager, and Mr. Dowlen, manager of accident and health department, to assistant vice presidents.

All three are prominent and active in local, state, and national professional organizations. Mr. Campbell is chairman of the associate section of the Texas Life Convention and secretary of the Accident and Health Office Methods and Procedures Committee of the Life Office Management Association. Mr. Dowlen is active on the program of the Bureau of Accident and Health Underwriters. Mr. Delahunty is president of the Dallas chapter of the Accident and Health Claims and Underwriters Association and has been active for many years in the International Claim Association.

Jones-Blair Company Expanding Headquarters

Jones-Blair Paint Company, Inc., paint manufacturing concern, is building a new 3,000-square-foot factory addition at its central headquarters, 6969 Denton Drive. Richard W. Blair, Jr., president, said the new addition will be used for filling and labelling operations.

Furthermore, the company announced a new line of oil finishes engineered to fit the particular needs of the Southwestern oil industry and the requirements of the recently adopted standard safety color code for drilling rigs. The finishes match standard company colors. The company has issued a color card describing the new colors and color requirements.

The new finish, the result of months of experimentation, is designed to withstand hot sun, blowing sand, aridity and humidity. Twelve colors plus black and white are being put on the market.

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SUITE 202-03 SOUTHLAND LIFE ANNEX

DALLAS, TEXAS





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If you are using carbon interleaved forms from other sources, it will pay you to investigate the service and economies RogersnaP Business Forms offer. For RogersnaP Dallas Business Forms are manufactured right here in Dallas providing personal attention and fast service that deliver forms quickly when you need them.

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"THE LARGEST HOME-OWNED BUSINESS FORMS MANUFACTURER IN NORTH TEXAS"

Postmaster Announces 1951 Mail Statistics

Dallas post office workers handled 671,206,000 pieces of mail in 1951, according to Postmaster J. Howard Payne.

Total money passing through the Dallas office was \$177,321,743, paid for money orders, stamps, government bonds and other post office services.

Mr. Payne said salaries for the 2,096 postal workers during 1951 amounted to \$7,796,572.

Leases Buildings. The Climax Engine and Pump Manufacturing Company has leased a new 4,000-square foot building in the Trinity Industrial District at 155 Continental Street. The new building will house offices and a factory warehouse for parts and service of engines. The Iowa firm was founded in 1903 and has had a Dallas office since 1942.

Airplane Distributors. A new firm, Byrd-Vencill-Chambers Aircraft Sales, Inc., has been organized in Dallas to distribute Taylorcraft airplanes in a large area of Texas. R. J. Byrd, Dallas oilman, is president and Troy Vencill, operator of the Irving Airport, is vice president and sales manager.

Changes Firm Name. Stockholders of the Texas Engineering and Manufacturing Company, Inc., known throughout the aircraft industry as TEMCO, voted to change the firm name officially to TEMCO Aircraft Corporation at their annual meeting this month.

Opens Letter Shop. The Gaston Avenue Letter Shop at 4845 Gaston Avenue has recently opened and is owned and operated by Mrs. Adelaide M. Miller. Mrs. Miller's business was formerly located in San Antonio and Fort Worth. The new business' services include printing, mimeographing and multilithing, mailing and delivering.

Expressway Underpass Opened. The \$490,137 Harwood Street underpass at the Santa Fe Railroad, a part of the Central Expressway, has been opened to traffic. Ribbon-cutting ceremonies by city officials highlighted the opening.

Paint Store Opens. A new branch store of the Dallas division of the Cook Paint and Varnish Company has opened at 610 East Main Street in Grand Prairie. A. M. Thaxton is Dallas division manager.



OPENING NEW QUARTERS for Floyd West & Company are the firm's three senior partners, J. A. Travis, left, Floyd West, center, and Frank H. Duff.

Floyd West & Company Occupies New Quarters

ONE of Dallas' oldest and largest insurance managers and general agents, Floyd West & Company, now occupies new quarters in their own building at 2103 Bryan Street. The latest move and expansion of facilities of this insurance organization, which began business in Dallas in 1899, was observed at an open house April 4 in their new home.

This general agency has been operating by Floyd West as the Floyd West & Company since 1928. At that time the firm had 18 employees and was located in the Santa Fe Building. The two other senior partners, Frank H. Duff and J. A. Travis, had been with the original organization since 1923 and became partners in the firm of 1931. When the Eighth Service Command took over the Santa Fe Building in 1942 the firm moved to the Cotton Exchange Building where it has been located until the move to the new building.

Today, Floyd West & Company has 265 employees and covers the entire state of Texas in its service to local insurance agents. It maintains 11 service offices located at Fort Worth, Houston, San Antonio, Tyler, Corpus Christi, Weslaco, Amarillo, Beaumont, Abilene, Lubbock and Midland.

The first contract made by the firm more than a half-century ago was with the Hanover Fire Insurance Company to handle its affairs in Texas. This company is still represented by the firm

along with American Aviation & General, American Casualty, Fulton, Globe & Rutgers, Manufacturers Casualty, Newark, Old Colony, St. Paul-Mercury, Union and Underwriters at Lloyd's, London.

As insurance managers and general agents, Floyd West & Company represents a very important phase of the Dallas insurance business. The firm sells no insurance but services local agents throughout Texas on engineering, coverage, rates, inspection and other details pertaining to proper coverage and claims. In Texas this firm represents the companies who actually underwrite the insurance. This covers everything from proper writing of the risk to the conclusion of claims. Their staff is comprised of engineers, rate men and other experts in the insurance field.

Their new home located at the corner of Olive and Bryan Streets is completely air conditioned and includes every modern facility for expediting insurance underwriting and service. Two floors include 22,000 square feet of space tastefully decorated and furnished. Special equipment for service includes a complete International Business Machine department. Today the firm services more than 1,500 qualified Texas insurance agents in Dallas and throughout Texas and in addition to the three senior members of the firm, the other active partners are G. A. Tobin, B. P. Russell, Willard McClain, and F. F. Wasko.

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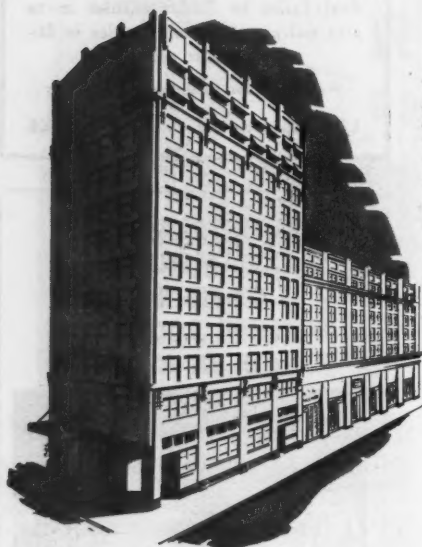
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The International Fidelity
INSURANCE COMPANY

FIDELITY BLDG.—1000 MAIN ST.



POYDRAS THROUGH TO COMMERCE

Corporation Formed To Operate New Mart

A corporation known as Merchandise Mart, Inc., has been formed by J. N. Fisher, Dallas real estate man, to operate as a merchandise mart the huge building on South Ervay Street. Mr. Fisher recently purchased the building from the Butler Brothers.

The corporation's formation is only one step in the process now underway of converting the 676,000 square feet into one of the largest wholesale merchandising centers in the country. The present remodeling project will involve an estimated cost of \$1,000,000, although only a portion of the building is being changed at this time.

The Merchandise Mart is expected to be completed in June and already a number of wholesale firms have leased space.

An important division of the mart's operation will be an exporters and importers section in which representatives of firms in foreign countries will have offices and display rooms.

Telegraph. Dallas is headquarters for the Gulf Division of Western Union, serving eight states. It is the third largest telegraph center in the nation, led only by New York and Chicago. More than 300 cities are served by direct wire through the Dallas office. Twenty branch offices of Western Union are strategically located throughout the city. From the standpoint of local telegraph receipts, Dallas ranks eleventh in the nation. Dallas was one of the first cities in the country to be selected for the new Desk-fax machine installations.

Radio and Television. Six radio and two television stations serve Dallas, with an additional television channel clearly received. Dallas is scheduled to connect with national television networks in July of 1952.

Postal Receipts. Dallas ranks first in the Southwest and sixteenth in the nation in postal receipts, which amounted to \$14,280,273 in 1951.

New Auction Company. The Dallas Auction and Commission Company has leased facilities from the Dallas Stockyards Company on Lake June Road for the sale of cattle and hogs. John A. Griffith from Camden, Alabama, will be auctioneer-manager. Sam Swain is a partner in the new company.



Retailer of the Year. David N. Sederquist, Jr., right, advertising and salesmen's manager of Stewart Office Supply Company, receives Brand Names Foundation's top award in the office supply and stationery store category from Henry E. Abt, president of the foundation. Looking on is Conover "Brand Names Girl" Leila Hyer. Some 6,000 retailers competed in the nationwide competition. Awards were made this month at the Waldorf-Astoria Hotel in New York. Winners were cited for their national leadership during 1951 in the presentation and distribution of manufacturer-trademarked products and for distinguished accomplishment in interpreting to the public the consumer benefits of the brand competitive system. William Howard Beasley, Sr., president of Whittle Music Company, 1108 Elm Street, received second honors in the music store division, and a certificate of distinction was presented to Jas. K. Wilson Company, 1513 Main, as one of the five top stores in the men's wear category.

New Fabric Firm Opens. Louise W. Kahn, Inc., a new firm which stocks contemporary drapery and upholstery fabrics, has opened at 6039 Berkshire Lane. The store stocks home fabrics and provides interior decorator service. Owners are Mrs. Louise Kahn and Miss Doris Gross.

State Fair Midway Active. The State Fair of Texas midway has opened for a 23-week spring and summer run. There is no increase in prices on the midway this season, according to Fred Tennant, Jr., midway superintendent. Prices have remained the same since 1946 when the midway reopened after World War II.

Dentistry School Plans. Baylor's College of Dentistry and Graduate Research Institute will share in a \$50,000,000 10-year Baylor development program. It is not yet known to what extent, according to Dr. John Cameron, dean.

DALLAS • APRIL, 1952

PR-0694



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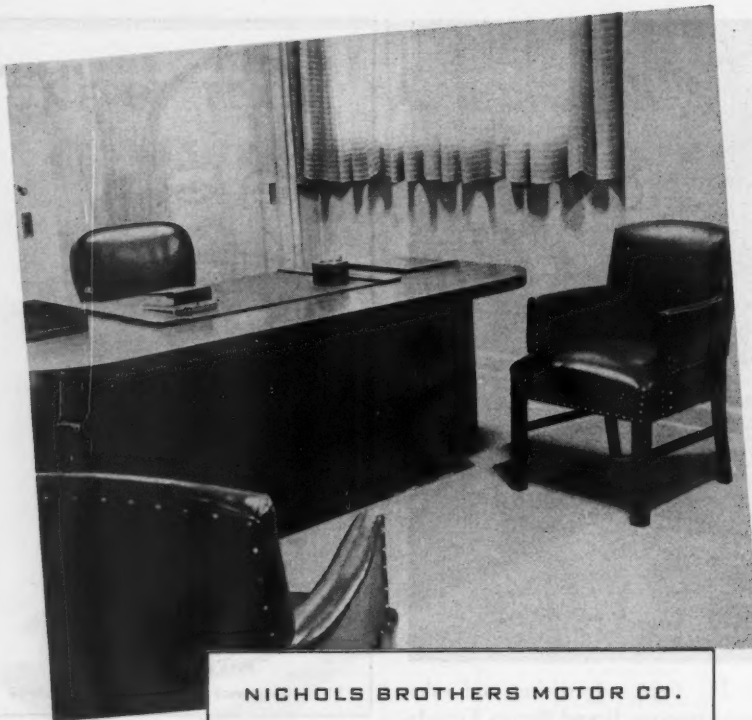
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1405 MERCANTILE BANK BUILDING, DALLAS, PHONE RI-4675





NICHOLS BROTHERS MOTOR CO.

Here's the modern, attractive office of the President of Nichols Brothers Motor Company . . . completely furnished by Bennett Printing Company.

Another Furniture installation
by *Bennett's*



*Here's a suggestion
for you---*

A tilting swivel EXECUTIVE CHAIR that will give a working executive energy to spare when the work-day is finished. Low backrest gives freedom of shoulder movement with full posture support. Well cushioned backrest and coil spring give complete sitting comfort. Beautiful streamlined base conceals casters. Top grain leather. \$102.50

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Bennett's

BENNETT PRINTING COMPANY

1829 CORNICANA - DALLAS, TEXAS

TELEPHONE RIVERSIDE 3201

serving the southwest for 67 years

Downtown Box Office Locates Permanently

The first permanent downtown box office for State Fair Auditorium has opened at 1315 Elm Street in an air-conditioned, modern office located in the First National Motor Bank Building.

"This is the first place to call our own," said Miss Gerry Moore, State Fair box office manager. The office was previously located in various music stores and hotel offices.

The box office handles every performance in the auditorium like the State Fair Musicals and the stage show during Cotton Bowl Week, and the concerts that come in between these productions. The personnel is presently handling the grand opera tickets. Mrs. C. L. Parish, secretary to the Dallas Grand Opera Association, during the opera ticket sale is working with Miss Moore and her assistant, Mrs. Ruby Magnolia.

One-way guide rails lead the customers to the four ticket windows and away from the windows in an orderly manner. Behind the counter is another counter setting off three telephone cubicles for telephone orders, and space for workers on mail orders.

1 1 1

New Air Approach Lights Installed.

A new high-intensity approach light lane is being installed at the northwest end of Love Field's main runway. It is 2,880 feet long and is expected to be operating by May 1. Just west of Lemmon Avenue, the lights extend across Bachman Lake, across Northwest Highway to just south of Cridelle Avenue.

1 1 1

New Postal Station Planned. A new postal substation will serve the Pleasant Grove area. Postmaster J. Howard Payne reported the new substation would be located at the Buckner Park Shopping Center, near Lake June Road and Buckner Boulevard.

1 1 1

Radio Building Purchased. The Inman Radio building at 2615 Gaston Avenue has been purchased by A. A. Porter of the Porter Light Fixture Company. The Porter company is now located at 2417 Main Street but Mr. Porter is expected to take possession of the radio building about July 1. Purchase price was reported at \$50,000. Pete Hawk of Henry S. Miller Company, realtors, made the sale.



Father and Son Honored. The National Association of Surety Bond Producer recognized both members of a Dallas father-and-son business team at its annual convention last month. R. W. Thompson, Sr., left, was presented a citation for distinguished service as the first president of the association in 1943. His son, R. W. Thompson, Jr., was elected a new director of the association. Both are members of Kirkpatrick-Thompson Company, a general insurance agency in Dallas.

Parker Pen Company Opens Factory Branch

The Parker Pen Company of Janesville, Wisconsin, has announced the opening of a new factory branch in the Trinity Industrial District at 1812 Industrial Boulevard.

According to John W. Dawdy, general sales manager, the operation will employ a staff of 10 and will service Parker products for a seven-state area. The states are Texas, Louisiana, Arkansas, Oklahoma, New Mexico, Missouri and Kansas.

Gerald Trickle, Dallas office manager of Parker Pen Service, Inc., will be in charge of the new operation, moving his headquarters from the Commercial Bldg.

Owner of the building which houses the new branch is Trammell Crow. Vaughn Rozelle handled the real estate transaction.

Factory Opens. A new factory service branch of the Parker Pen Company has opened at 1812 Industrial Boulevard this month. Gerald Trickle, Dallas manager of Parker Pen Service, Inc., will be in charge of the new operation, moving his headquarters from the Commercial Building.

Dallas Businessmen Buy Industrial Site

A Dallas syndicate of businessmen has purchased a 62-acre tract of land near Garland for future manufacturing sites.

The property is located at the southwestern intersection of Kinsley and Shiloh roads, adjacent to the new extension of the Garland Industrial District, which is now being developed by the Missouri-Kansas-Texas Railroad.

The syndicate consists of S. H. Lynch, Arthur Hughes, W. S. Dawson, Wayne Gratigny, Ed Furlow and David Boyett.

The land was purchased from Dr. W. E. Martin through Royce Colon of the real estate brokerage firm of Majors & Majors.

Awning Firm Opens. The Aluma Kraft Aluminum Company has opened at 2805 Live Oak Street. The firm specializes in rustproof, enameled aluminum awnings for windows, doors and patios. Sol Abrahams is president of the new company.

Paint Plant Expands. Jones-Blair Paint Company has under construction a 3,000-square-foot addition to its main plant at 6969 Denton Drive.

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Electrotyping
 SAM ROSS McELREATH CO.

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\$6⁹⁵ up
FREE EYE CHECK
MAIN OPTICAL COMPANY
 1927 MAIN ST.

BAKER AIR CONDITIONING REFRIGERATION
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\$ Scrap METAL
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STEEL —
 alarmingly scarce — needs ½ scrap as well as ½ pig iron. Now's the time to scour your premises — and turn urgently-needed metal scrap into cash!
 PHONE OR WRITE FOR TODAY'S TOP PRICES
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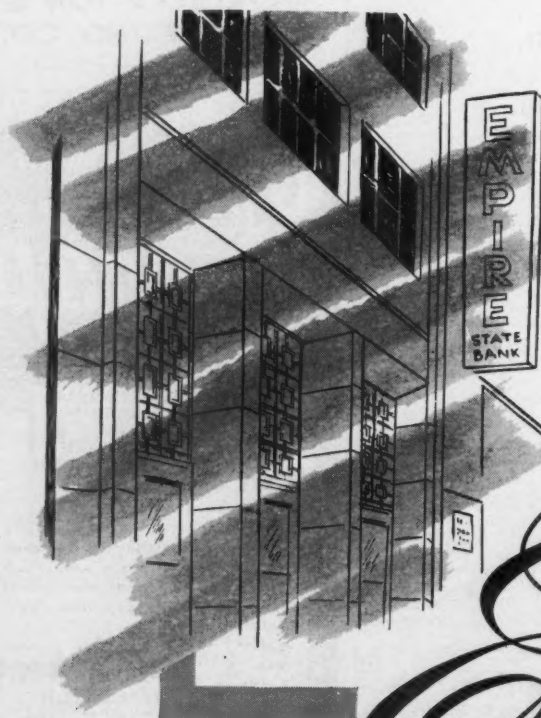
New School Principals. Three Dallas school officials have been appointed principals of local high schools this month. W. P. Durrett, left, a teacher and principal in the Dallas school system for more than two decades, has been named principal of Boude Storey Junior High School. Mr. Durrett has been principal of Winnetka and M. B. Henderson Elementary School for the past 10 years. He succeeds Ben A. Matthews, center, who has been named principal of the new South Oak Cliff School, where he has been acting principal

while being principal of the Boude Storey Junior High School. His appointment was effective this month. Richard E. Stroud, right, has been named principal of the Thomas J. Rusk Junior High School. He has been principal of the Maple Lawn Elementary School for the past six years. Mr. Durrett and Mr. Stroud's appointments will become effective at the beginning of the next school year. The board approved the re-election of some 2,280 schoolroom teachers and 76 principals, assistant principals and teachers-in-charge.

HARVEY L. MELTON is the newly appointed traveling freight agent of the New York Central Railroad System, located in the Southwestern Life Building.

BASS ROYCE of the Anderson-Clayton Company was recently elected treasurer at the annual meeting of the Texas Feed Manufacturers Credit Men's Association held in the Hotel Baker.

WAYNE O. WOODRUFF has joined the law firm of Locke, Locke, & Purnell. Mr. Woodruff had been a member of the district attorney's staff since August, 1948.



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in Town . . .**

MEMBER
FEDERAL DEPOSIT
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STATE BANK OF DALLAS

1808 MAIN STREET BETWEEN ERVAY AND ST. PAUL

Van der Horst Opens Plant for Dallas Area

EVEN though the Van der Horst Corporation opened its new plant for the Dallas area only this month, the company has already announced plans to double its production in the near future.

The new facility at Terrell near Dallas will renew worn equipment, such as engine cylinders, shafts and other machined parts with the same plating processes as those developed by Van der Horst at Olean, New York, site of the company's three other plants.

Before the corporation made a positive move to secure a 12-year lease for its 45,000 square-foot plant, it checked with the Dallas Chamber of Commerce for information pertaining to utility rates, wage survey reports and other specific data.

Satisfied with its findings, the corporation lost little time in concluding the deal to set up the new plant.

"For our necessary expansion," explained Dr. Hendrik van der Horst, president of the company, "the vicinity of Dallas afforded us a logical center from which to serve the growing industry of the Southwest and the requirements of the armed forces in the area."

Processing of aircraft cylinders at the Terrell plant have already begun, and production line schedules of Diesel engine and compressor cylinders of types used extensively by the oil industry will follow.

Mr. Van der Horst said all plant and office personnel with the exception of key positions will be drawn from the local area. Plans call for an eventual employment of 150 persons.

In its plant operation, the company uses a process of applying pure, hard chromium to cylinder bores and other bearing surfaces to produce pores to hold lubricating oil. Mr. Van der Horst says this process reduces wear, corrosion and piston seizure and also multiplies cylinder life four to 20 times and rings life to three to five times.

Many Dieselized railroads as well as many motorships use the Van der Horst process for renewal of cylinder liners, company officials said.

The company offers two separate processes to its cliental, although the two processes are usually combined to save

costs. A special iron plating process recently perfected restores a quarter of an inch or more thickness on large diameter cylinders at a low cost. On top of this pure electrolytic iron, the chromium can be applied, if desired, resulting in a glass-smooth diamond-hard bearing surface.

Among heavy users of the process, according to company officials, are pipeline pumping plants, refineries, river tow boats, municipal power plants, railroads and dieselized shipping.

William J. Fritton, assistant to Mr. Van der Horst, said the plating process is not for decorating purposes but to protect working surfaces. The industry, he said, is not dependent on war contracts although the financial state of the company is indirectly affected by the defense efforts of the nation.

Suggestion to locate the plant at Terrell came from the Dallas Chamber and Texas Power and Light Company officials. The company leased the Shedd-

Bartush Building for its Terrell branch home for the next 12 years.

A siding at the plant connects with both the Southern Pacific and Texas and Pacific Railroads, assuring adequate rail facilities. The building also includes an ample truck dock, with access to U. S. Highway 80.

Mr. Van der Horst was a citizen of Holland until the Nazi hordes overran his homeland. He came to the United States and elected to stay, a factor that resulted in a new industry for the Dallas area.

New Distributor. The Fertilchem Company of Dallas has been named distributor of Bactex organic and mineral fertilizers in the Dallas area. The Fertilchem Company, with offices and warehouses at Preston and Alpha Roads, is owned by Garret (Bud) Sherman.

Seeks Air Routes. Pioneer Air Lines has filed for a permanent certificate or temporary extension of authority to operate its route in New Mexico. The applications request two routings and certification of Albuquerque and Santa Fe as co-terminals.

AS NEVER BEFORE *Proper* INSURANCE IS VITAL TO BUSINESS TO INDUSTRY AND TO INDIVIDUALS

Insurance, whether it is for a commercial house, an industrial plant or to protect the property of an individual, should be bought from sources that will provide the most exacting care in the choice of kind and degree of insurance.

We select for our clients the policy, regardless of company, that best fits his business, his type of property. When your policy becomes a claim, we are here to see that you get the best benefit from it.

Bring us your insurance problems for analytical, painstaking research and recommendations. Our service will not add one dollar to the cost of your insurance. Proper insurance is not expensive—inadequate or poorly selected insurance may be very expensive.

DERRILL G. ELMORE & COMPANY

GENERAL INSURANCE—COUNSELORS AND BROKERS

Cotton Exchange Building

DALLAS, TEXAS

RI-5642

Paul isn't
Picky!



He just doesn't have
"Continuous Vision"

What happens to Paul can happen to any bifocal-wearer. If you find yourself tilting your head in order to see clearly, check with your doctor. He may prescribe Continuous Vision Lenses to help you see easily and naturally at any distance. Bring your prescription to us. We'll fill it accurately in your choice of frame styles.

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& LOAN ASSOCIATION**
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Elected by Retailers. T. A. Tombrello, left, and Holmes Green, Jr., right, have been elected directors of the Dallas Retail Merchants Association. Mr. Tombrello is manager of the Dallas H. L. Green store. Mr. Green is merchandise manager and treasurer of W. A. Green Company. The Dallas Retail Merchants Association is a division of the Dallas Chamber of Commerce.

JAMES K. VAUGHAN has been elected new president of the Dallas Theosophical Society. Other officials installed at a recent meeting were J. R. D. McDOWELL, vice president; MRS. BERTHA LOFTUS, secretary; MRS. VERA FARRIS, treasurer, and MRS. BESSE G. WILLS, librarian.

L. A. SUNKEL has been named a vice president of the Atlantic Refining Company and placed in charge of domestic and foreign crude oil production. J. N. MENDENHALL, land division manager, was promoted to Sunkel's vacated post as general manager of domestic crude oil production, and CARLE F. SHARP was named to succeed Mr. Mendelhall. W. DOW HAMM, manager of the exploration division, was elevated to general manager of exploration and EDGAR KRAUS was named to succeed Mr. Hamm.

The Texas Mortgage Bankers Association has elected four Dallas men to 1952 officerships. They are J. W. JONES, vice president; J. DUVAL WEST, re-elected secretary-treasurer; JOHN F. AUSTIN, JR., and E. P. BENNETT, directors.

R. P. CRAWFORD is now assistant chief inspector at the Texas Engineering & Manufacturing Corporation's Greenville division. Mr. Crawford was formerly general foreman in the inspection department and has served TEMCO since 1946.

A. C. McPHAIL has joined the sales promotion staff of William S. Henson, Inc., advertising printer.

R. W. GRIFFITH has been named manager of Universal Carloading and Distributing Company's new freight terminal at 2606 Gaston Avenue.

The General Foods Sales Company has appointed EARL McFADEN as coffee sales manager in Dallas. Mr. McFaden previously served the company in several other cities.

EARL B. SMITH is new Dallas branch distribution manager for Kraft Foods Company at Garland. He is being transferred from Little Rock.

Trans-World Airlines has appointed CHARLES T. BILLERMAN as district sales representative with headquarters in Dallas. Mr. Billerman comes to Dallas from Cincinnati, where he was senior sales representative for TWA.

JOE F. BALISTERI is new director and treasurer of the Tile Contractors Association of America.

JOHN F. BOGNER has been appointed manager of the Massey Furniture and Appliance Company at 3413 South Lancaster Road.

TONIGHT'S WINDOW SHOPPERS



ARE *Tomorrow's* CUSTOMERS

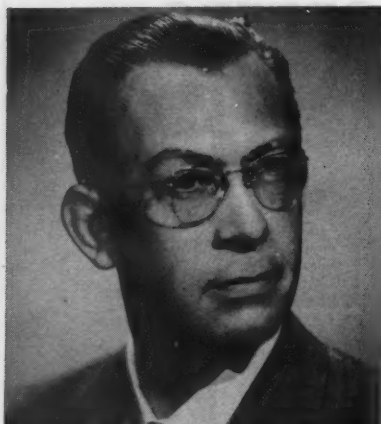
The night window-shopper is in a relaxed mood, ready to be sold ... 87% of people's buying impressions come through the eyes. That's why progressive store owners are placing more and more emphasis on effective window display lighting.

Without cost or obligation, one of our trained lighting specialists will be glad to offer advice and suggestions on your display lighting, help you to dramatize and sell your merchandise through Planned Lighting. Just call RA-9321, Station 368 and he will call at your convenience.

DALLAS POWER & LIGHT COMPANY

Electricity is Cheap in Dallas

IN DALLAS *Last Month*



Named Nomads Officials. Two Dallas men have been elected to fill the only two national offices of Nomads, honorary oil equipment manufacturers organization. A. J. Olson, left, has been elected chairman of the board of regents and Courtney J. Berlin, right, has been elected secretary-treasurer of the national board of regents. Mr. Olson is a past president of the Dallas-Fort Worth chapter of Nomads. He is chief engineer of the Continental Supply Company. Mr. Berlin has served two terms as secretary and one term as president of the Dallas-Fort Worth chapter of Nomads. He is division sales engineer for the Baker Oil Tools, Inc.



Chamber Publishes New Map. Touring Dallas in an old-fashioned way (a 1908 Glide automobile), Harvey Matthews, center, and Miss Barbara Lewis, right, were given directions by Miss Bettye Elrod, editorial assistant of DALLAS, who pointed out interesting places on the new Dallas City Map, just off the press. The latest street and highway improvements are shown on the city map, published by the Dallas Chamber of Commerce and edited by the Publicity Department. A visitors' guide of Dallas is also included in the map folder plus the Dallas streetcar, motor coach and trolley coach lines. Historical facts and dramatic pictorial points of interest are featured in the folder. The Glide automobile shown above was seen around town this month in connection with the introduction of the new Angelique perfume carried by Harris & Company and also to aid the Cancer Drive.

Impressive Growth

(Continued from Page 9)

pletion of the full, year-long course given by the institute carries undergraduate credits as well.

Officers of the institute are Travis T. Wallace, president of Great American Reserve Insurance Company, Dallas, who was re-elected president; Mortimer Buckley, general agent of New England Mutual in Dallas, secretary and treasurer; Joe Woodward, vice president, and O. Sam Cummings, chairman of the executive committee. Mr. Woodward is vice president of Southland Life, Dallas, and Mr. Cummings is Texas agent for Kansas City Life.

Mr. Jaqua, summing up the record established by the institute during its five-year career, noted 75 per cent of its graduates have remained in the insurance business and that their training had resulted in marked increases in insurance "production" or sales.

The institute is a non-profit corporation affiliated with Southern Methodist.

Outside the life field, mutual casualty and fire insurance companies in Dallas celebrated recently the two hundredth anniversary of the founding of such companies in the United States by Benjamin Franklin. Mr. Franklin and a group of associates on March 25, 1752, formed the Philadelphia Contributionship for the Insurance of Houses from Loss by Fire. The company still is active. Marking its creation, a dinner was held in Dallas March 25, this year, which was attended by mutual insurance company representatives from all sections of the country.

Further building construction to house their vastly expanded activities had to be put off during most of the past year due to restrictions placed on materials as a result of the defense program. Some development did take place along this line.

One was the final moving-in of Republic National Life into its handsome, modern new office structure on Central Expressway. Another was the climb skyward of the new 20-story Fidelity Union Life Building on Bryan and Bullington. The Fidelity Union edifice rose at the rate of two floors a day after foundation work was completed. The building schedule calls for it to be ready for occupancy before January 1, 1953.

Two other important insurance buildings on the planning board and in progress are the Gibraltar Life Insurance Company at Harwood and Bryan and the United American Insurance Company at 1917 North St. Paul.



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Newly appointed executives in the Willys-Overland Motors, Inc., are DONALD F. McVEY as new regional sales manager and J. C. CASPARY, JR., as assistant regional sales manager.

F. W. TED MAYES has been appointed a field representative of the Guardian Life Insurance Company of America. He will be associated with E. E. DALE, manager of the local agency located in the Wilson Building.

M. B. (DAN) BOONE, production and agency manager, was elected a director and vice president of Insurors' Corporation and its subsidiary, Mid-Continent Insurance Company.

MAURICE ALEVY is now associated with the Ray Beall Advertising Agency as an account executive. He formerly was with the *Daily Times Herald* in the advertising department.

DALLAS • APRIL, 1952

Your Building Construction Dollar is the Soundest INVESTMENT

Through four generations of experience, the O'Rourke Construction Company is building with and for Dallas. The O'Rourke organization insures a sound investment with skill, integrity and responsibility.

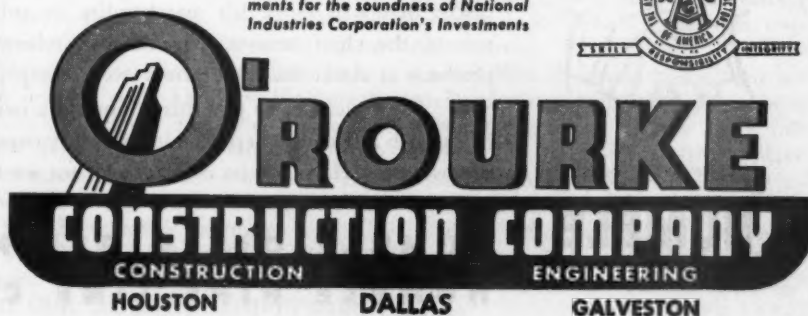
Projects Built for

NATIONAL INDUSTRIES CORPORATION

(Joe B. Salmon, Pres., 1st Nat'l Bank Bldg., Dallas)

Associated Plywood Mills Dallas	Gulf Oil Company Dallas
Associated Plywood Mills Houston	National Battery Company Dallas
Bengal Terminal Warehouse Dallas	Reid-Murdock Whlse. Grocers Houston
Bigelow Sanford Carpet Co. Dallas	Standard Brands, Inc. Fort Worth
Consolidated Grocers Corp. Houston	Standard Brands, Inc. San Antonio
Empire Terminal Dallas	United Motors Division of General Motors Dallas
Englander Mattress Co., Inc. Houston	Van Waters and Rogers, Inc. Dallas
General Motors Truck and Coach Division Dallas	West Disinfecting Company Houston
Graybar Electric Co. Houston	

Our construction services as rendered have fulfilled their requirements for the soundness of National Industries Corporation's investments



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NATIONAL INDUSTRIES CORPORATION

(Joe B. Salmen, Pres., 1st Nat'l Bank Bldg., Dallas)

Associated Plywood Mills Dallas	Gulf Oil Company Dallas
Associated Plywood Mills Houston	National Battery Company Dallas
Bengal Terminal Warehouse Dallas	Reid-Murdock Whlse. Grocers Houston
Bigelow Sanford Carpet Co. Dallas	Standard Brands, Inc. Fort Worth
Consolidated Grocers Corp. Houston	Standard Brands, Inc. San Antonio
Empire Terminal Dallas	United Motors Division of General Motors Dallas
Englander Mattress Co., Inc. Houston	Van Waters and Rogers, Inc. Dallas
General Motors Truck and Coach Division Dallas	West Disinfecting Company Houston
Graybar Electric Co. Houston	

Our construction services as rendered have fulfilled their requirements for the soundness of National Industries Corporation's Investments



O'ROURKE

CONSTRUCTION COMPANY

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The oil companies depend on him as the independent merchant who distributes their products. He demands, and receives, continuously improved products with which to compete with his business rivals. He insists on reasonable prices that will move his merchandise in volume. His progressive attitude is one of the chief reasons why the oil industry has supplied you with better products at about the same prices over a long period of years.

It's a pleasure to pay this tribute to a neighbor, to thank him publicly for being such a friendly, dependable contact between the oil industry and its millions of customers. He is not on our payroll, but we couldn't do business without him.



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Neville Browning

By Joseph Sterne

A ROOKIE stock market shark recently called the Dallas office of Merrill, Lynch, Pierce, Fenner and Beane and asked for the latest quotation on canned macaroni.

"Canned macaroni?" gasped Miss Neville Browning, one of the first and one of the few women stock brokers in the Southwest.

"Yes ma'm, canned macaroni," replied the caller. "I see it in the papers every day. It's listed as 'Can Marc.'"

Miss Brown chuckled as though she was positive her customer was in on the joke. "Mr. Blank," she said, "stop trying to fool me. Canadian Marconi is selling for four and seven-eighths, and I'll bet you know it."

Mr. Blank, of course, was an unusual case. Most of the hundreds of people who buy and sell \$10,000,000 worth of stock through Miss Browning each year rarely get Canadian Marconi mixed up with canned macaroni.

Problems they have a-plenty, however, and dark-haired, friendly Neville Browning tries to solve them.

She does her stock broking in the Merrill Lynch offices on the second floor of the First National Bank Building. From a little booth on the right-hand side of the room, she keeps her eye on a large quotation board, her pencil on an order pad and her ear to a telephone.

"It's wonderful work," she glows. "I love the excitement of the market, working under pressure, having people depending on me. Why, everything of importance that happens in the world affects the market."

When something big hits the stock market, like a three-for-one stock split or an unexpected dividend declaration, Miss Browning tries to let the customers whose stocks are affected know as soon as possible.

"But I don't have to do much calling," she remarks. "Somehow, people feel it



NEVILLE BROWNING

in their bones when something big is going on. They start calling like magic."

Other times, stock trading lags, and Mrs. Browning calls her customers to go over their accounts. She recently made the mistake of advising an elderly and religious lady to buy some American Tobacco shares. The lady curtly thanked Miss Browning for her good intentions, but ordered her never to mention tobacco or liquor stocks again.

By nature, Miss Browning is a "bull" on the market. "I'm always rooting for it to go up. But I'm not so much of a bull that I won't turn bear if our information or my woman's intuition tells me," she adds.

Woman's intuition or whatever it is, Miss Browning generally invests in solid stocks like General Motors or Texas Company. She frequently advises her customers to do the same, unless they are well enough heeled and express the desire to speculate.

She relies heavily on the Merrill Lynch research department for more than routine investment problems. Once, an investor could hardly wait to plunk down some money in a highly-publicized new automotive stock. Miss Browning was wary. To stall him a little, she said she would wire New York to get the research department's judgment.

New York sent back the cryptic message: "HIRE CAB. SEND CUSTOMER TO OUR NEAREST COMPETITOR."

Miss Browning talked her customer out of the stock.

Her early years gave little indication of a future in stocks and bonds and Dow-Jones averages. She was born in Houston and moved to Athens when she was four years old. Somehow, in high school, Neville got the idea that she'd like to be a telegraph operator.

With this unusual ambition for a high school girl, she headed for Dallas two weeks after her graduation and started work for Western Union for \$40 a month.

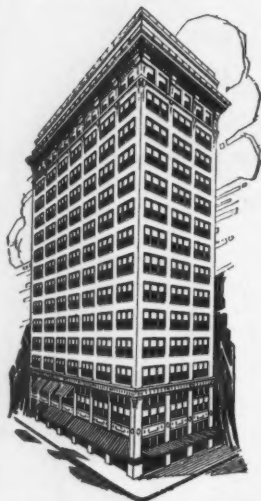
The brokerage house called Western Union one day and asked for emergency help from an operator "who doesn't make a lot of money."

"It was a natural," Miss Browning recalls.

Soon she was working full-time for the firm, first as a switchboard operator, later as a teletype operator, where she first got an inkling of how the market operates. In 1946, E. O. Cartwright, resident partner for Merrill Lynch, appointed Miss Browning as assistant account executive and enrolled her in a course to make her eligible for a full account executive's position. Miss Browning sailed through the course to a 96 in her final exam.

"There wasn't too much objection to my coming into this man's business," she kids. "Why, I haven't even caused a revolution."

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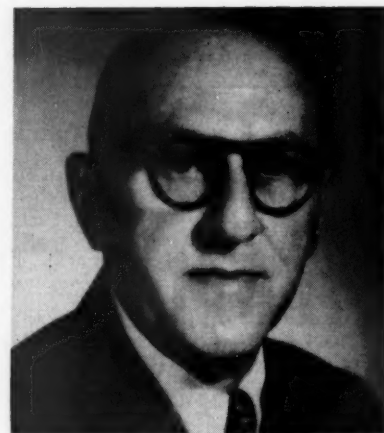
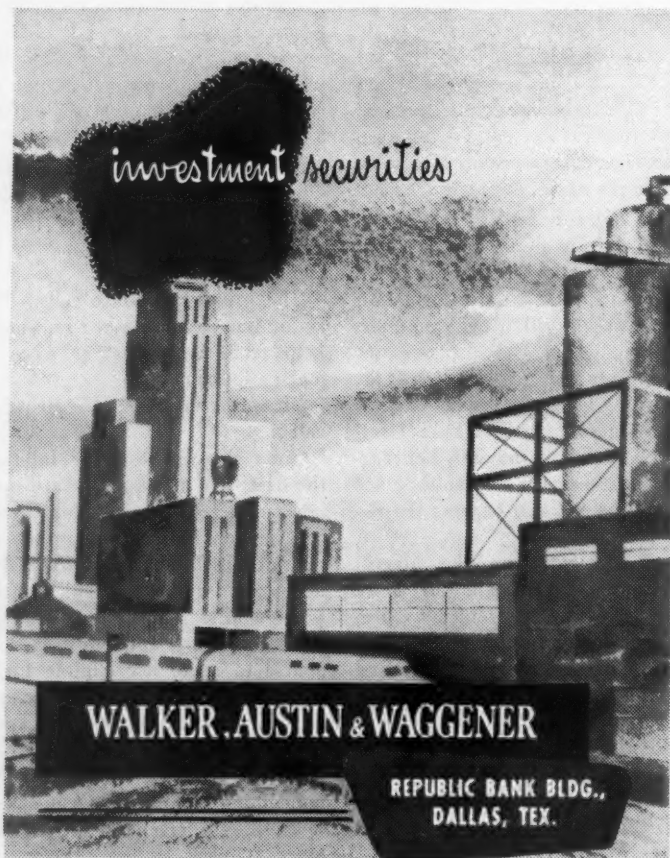
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Railroad Company Director. Julius H. Pearlstone, president of the Pearlstone Mill & Elevator Company, Inc., was elected a director of the Beaver, Meade and Englewood Railroad Company, a subsidiary of the Missouri-Kansas-Texas Railroad Company, this month. Mr. Pearlstone established the Higginbotham-Pearlstone Hardware Company in Dallas and was one of the first directors and largest stockholders of what is now the Republic National Bank of Dallas. He is a former president and now director of the Dallas Grain Exchange.

• • •

D. E. KELLUM is now managing the new Good Housekeeping Shop which opened recently at 7719 Inwood Road. He has worked for four years with the firm as salesman and supervisor.

• • •

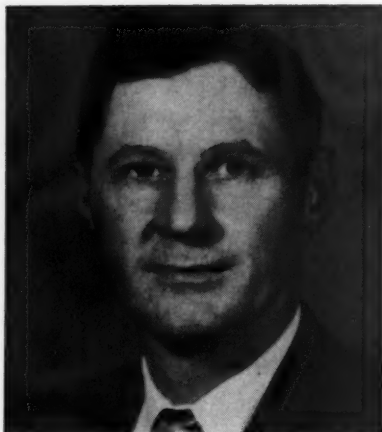
FRANK H. PILLSBURY, JR., has been promoted to manager of the Dallas office of the Southeastern Cottons, Inc., selling agent for Avondale Mills. He has been in the textile business for 23 years.

• • •

MRS. R. L. MATHIS will direct social activities of the Baylor University Union Building, center of campus activities for the Waco Baptist school. Mrs. Mathis has resigned as director of activities at the First Baptist Church in Dallas to become assistant dean of the Union Building.

• • •

K. D. McCAIN of Dallas has been elected president of the Dallas-Fort Worth Illini Club, University of Illinois alumni. Other new officers include GEORGE M. HODGE, vice president; MRS. BERNETTA JACKSON, secretary, and R. A. LUNDAHL, treasurer.



Plant Superintendent. C. J. Bland has been named Dallas central district plant superintendent for the Southwestern Bell Telephone Company. Mr. Bland succeeds J. H. Whatley, who has been transferred to Topeka, Kansas, as division plant superintendent. Mr. Bland joined the telephone company at Houston in 1943.

C. W. BARNARD has been appointed as south central division sales manager for the Calgon, Inc., of Pittsburgh with headquarters in Dallas. He will supervise the sales and merchandising activity. The Mart Ebeling Company, food brokers, represent Calgon, makers of a water neutralizer and a water softer softener in North Texas.

DAVID KITTRELL has joined the Katz Agency, national advertising representatives with headquarters in New York, as a salesman. He has been director of media research for Crook Advertising Agency of Dallas and previously was engaged in public relations work here.

J. L. STURTZ has been appointed general agent for the New York Central System's freight department in Dallas with offices in the Southwestern Life Building.

A. J. BUNDSCHUH, JR., is now head of the A. J. Bundschuh Company, food brokers. He succeeds his father, the late A. J. BUNDSCHUH. MRS. MARTY CARRUTHERS is a business associate.

EARL D. HOYT has been added to the technical staff of the Lamson Corporation, Syracuse, New York, as a field engineer.

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trols are lifted.



New Realtor Associate. H. Grady Jordan, former assistant professor in the Southern Methodist University School of Business, has recently become associated with the Henry S. Miller Company, realty firm. Mr. Jordan will devote full time to the sale and leasing of industrial properties. Holder of a master's degree in industrial management from the University of Texas, Mr. Jordan served as a lieutenant in the United States Navy during World War II and at one time was research director for the Greater Dallas Planning Council.

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DALLAS



Operations Manager. R. V. Carleton has been named operations manager of the Braniff Airways and will direct all operations and maintenance for both the domestic and international divisions of the airline in this newly created position. Mr. Carleton, who became a Braniff pilot in 1931, has served as director of flight operations for Braniff Airways since 1947 and is the company's second oldest employee. Two years ago, he was named among the nation's Ten Outstanding Airmen by *American Aviation*.

A new firm specializing in roof construction, the Kornblee Company, has been formed by A. A. KORNBLUEH.

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Dallas



Warehouse District Manager.

Charles L. Miller, Jr., has been appointed district manager of the southwestern operations for the National Field Warehouse Corporation, with offices at 2020 Live Oak Street. His firm offers a service known as field warehousing, which supplies public warehouse receipts to the storer wherever the merchandise is located, manufactured or processed.

The National Paint, Varnish and Lacquer Association has announced appointment of five Dallas business executives to important association committee posts. They are FRANK A. PRATT, president of Pratt Paint and Varnish Company, vice president and member of the national trade sales, trade sales steering and membership steering committees; D. P. JONES, of Jones-Blair Paint Company, national industrial products finishes committee; RAY SPRINKLE, of Sherwin-Williams Company, national membership committee; CHARLES E. BARBY, Pittsburgh Plate Glass Company, national trade sales committee, and R. W. BLAIR, JR., president of the Jones-Blair Company, trade sales steering committee.

Rejoining the Dallas law firm of Biggers, Baker and Loyd, with which he had formerly been associated, recently was ALAN GRISWOOD, assistant district attorney under Henry Wade since January.

M. RUSSELL YETTER, new general manager of the Lakewood Country Club, met the club membership at a "get acquainted" gathering at the club lounge. Mr. Yetter was appointed manager last month to replace BRAD ALLEY, who resigned to accept a position with the Dallas Athletic Club. Mr. Yetter formerly managed country clubs in San Antonio and in the Northeast.

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SERVING OAK CLIFF SINCE 1929

Resources Over \$26,000,000.00

OAK CLIFF BANK & TRUST CO.

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Heads Committee. David R. Crandall, Jr., is the newly elected 1952 chairman of the Ford Community Relations Committee for Dallas. Mr. Crandall is Dallas district sales manager of Ford Motor Company's Ford division. John McKee, industrial relations manager of the Ford assembly plant, is vice chairman.

♦ ♦ ♦

MRS. JANE BRADBURN has been named training director and assistant personnel manager at A. Harris and Company. Mrs. Bradburn was with the company from 1941 to 1949 before joining the American Embassy in Bogota, Columbia, and then returning to the store in 1951.

♦ ♦ ♦

GEORGE T. CURRY has been named Dallas zone manager for the Hudson Sales Corporation. He had had 27 years of experience in the automobile business as a manufacturer's representative and dealer.

♦ ♦ ♦

W. E. STILES, vice president of the Buffalo Oil Company, and D. V. CARTER, chief petroleum engineer for Magnolia Petroleum Company, are new Dallas members of the executive committee of the petroleum branch, American Institute of Mining and Metallurgical Engineers.

♦ ♦ ♦

T. J. SCOTT has become division manager of Sunkist Growers, Inc., and is succeeded by A. H. FAWKES as Dallas district manager. Mr. Scott has been associated with the firm for 29 years.

♦ ♦ ♦

H. W. JOHNSON has been appointed sales manager of the Marlin Associates, distributors for numerous nationally-known appliance firms.



Account Supervisor. Gerald Tomanek is now associated with the E. F. Hutton & Company, members of the New York Stock Exchange, and will supervise accounts for long and short-term holdings in stocks and commodities with respect to investment and technical analysis. Mr. Tomanek was chief of the public relations division for the United States Army engineers in the Southwest in the division office of Dallas from 1946 to 1949.

E. J. (SHORTY) WATSON has returned to Dallas as district manager of the Best Foods, Inc. He has been associated with the company for 22 years, 17 of which have been in the Dallas district.

FRANK P. YATES, Southwestern regional manager for Bourjois, Inc., and Barbara Gould, Inc., makers of cosmetics, has been named a vice president of both corporations. He is past president of the Drug Travelers Association of Texas and first president of the Cosmos Club, a group of representatives of toilet goods manufacturers.

ORRIN W. BARBE is now salesman and advertising manager of the Longhorn Realty Company. He was formerly with the *Times Herald* classified real estate advertising department and special selling department.

ARTHUR TEMPLETON is the newly appointed southwestern divisional sales engineer for Templeton, Kenly & Company of Chicago, Illinois, manufacturer of mechanical and hydraulic jacks.

JOE A. MINTZ is now a representative of the Dallas city agency of the Southwestern Life Insurance.

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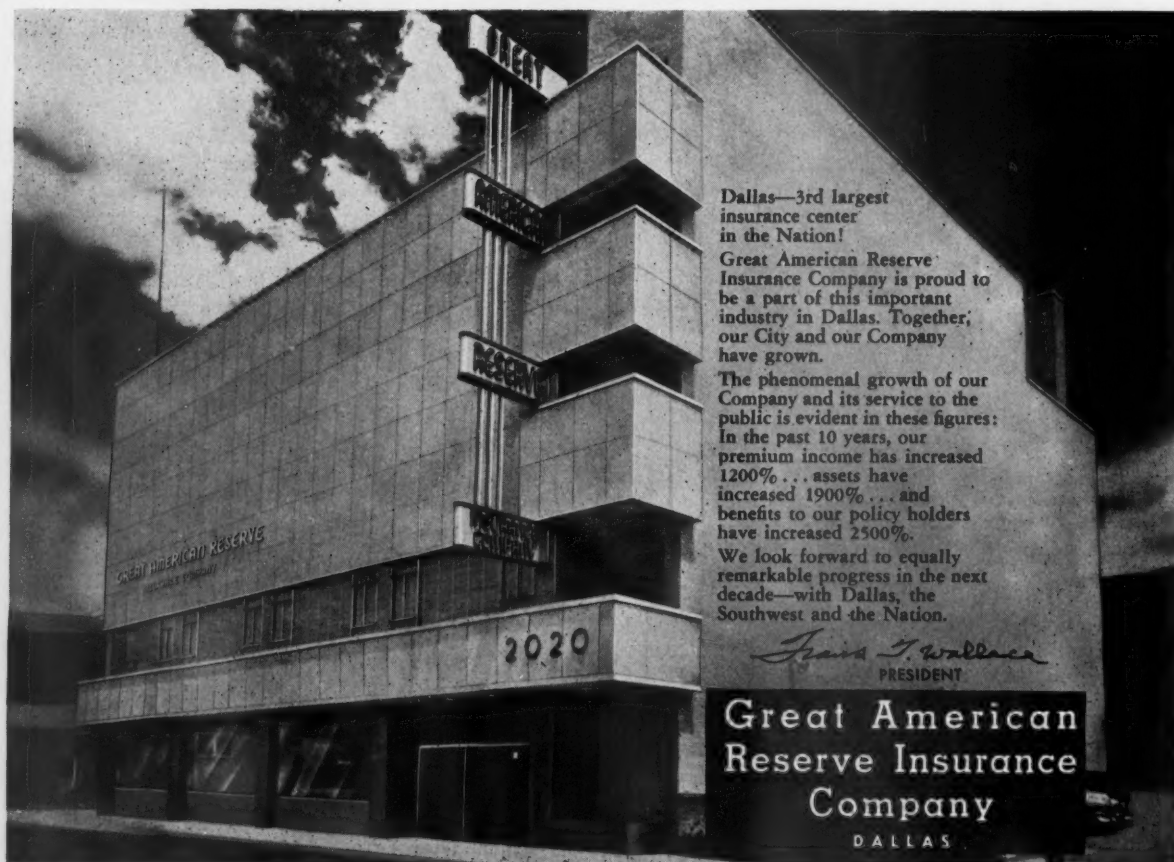
REAL ESTATE LOANS*Commercial**Industrial**Residential***"Real Estate Financing Since 1908"****MURRAY****INVESTMENT COMPANY****Convenient Ground Floor Location****Several Parking Stations Just a Few Steps Away****1315
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Ave.**Why not use our conference
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information.**Between
Field &
Akard Sts.****Grand Opera***(Continued from Page 32)*

heart of Don Jose, is now said to be dramatically acceptable as well as vocally important. Nadine Conner, one of the best vocalists of the company, has discarded the traditional straw braids and made a person out of the girl who has ranked as opera's biggest bore.

Kurt Baum will sing Don Jose, and Frank Guarrera will give dramatic sharpness under new direction to Escamillo, the boastful toreador who, incidentally, sings the best known number of the opera. Others in the carefully picked cast are Osie Hawkins, Zuniga; Clifford Harvuot, Morales; Lucine Amara, Frasquita; Herta Glaz, Mercedes; George Cehanovsky, Dancaire, and Alessio de Paolis, Remendado.

The Dallas Grand Opera Association has not raised prices, which remain at \$7.80 and \$6.60 for the lower floor; \$6.60, \$5.40, \$4.20 and \$3 for the balcony.

Tickets are still being sold by mail order or personal delivery of orders to be filled by mail. The box office, when opened for single ticket sale, will be State Fair Auditorium's in the First National Motor Bank on Elm Street.



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Great American Reserve Insurance Company is proud to be a part of this important industry in Dallas. Together, our City and our Company have grown.

The phenomenal growth of our Company and its service to the public is evident in these figures: In the past 10 years, our premium income has increased 1200%... assets have increased 1900%... and benefits to our policy holders have increased 2500%.

We look forward to equally remarkable progress in the next decade—with Dallas, the Southwest and the Nation.

Frank J. Wallace
PRESIDENT

**Great American
Reserve Insurance
Company**
DALLAS



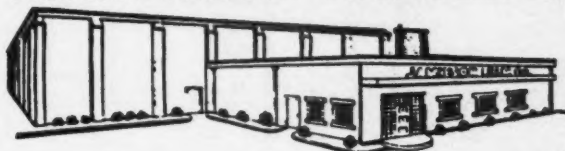
Zonta Service Awardee. The nineteenth annual Zonta Service Award was given to Mrs. Kirk Hall this month at a dinner given in her honor at the Dallas Country Club. Mrs. Hall was the unanimous selection of the judges because of her diversified constructive civic, welfare, educational, health, religious and cultural contributions to the community life of Dallas and her consistent activities for the advancement of women. She is taking a leading part in the activities of the Women's Legislative Council of Dallas and is a past president of the group.



District Manager. William F. Gephart is now district manager of the Southwestern Bell Telephone Company's Dallas north district. Mr. Gephart started his career with Southwestern Bell in 1941 as a business office representative. Early last year he was appointed division commercial superintendent at San Antonio. He succeeds George R. Smith, who has been appointed district traffic superintendent.

E. FRED BUEHRING has been promoted from general supervisor to assistant director of Contract Administration Temco Aircraft Corporation.

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A gripping tale that reveals why you should buy a

Permaglas

AUTOMATIC WATER HEATER

FIRST water heater with a glass-surfaced steel tank that can't rust because glass can't rust.

THE ONLY water heater with Four B.I.[®] Protection against all corrosive attack... gives you plenty of *clean* hot water for all family needs. There's no need to replace *this* water heater every few years.



1. "Ruthless Rust"... water heater enemy No. 1... murders ordinary water heaters.



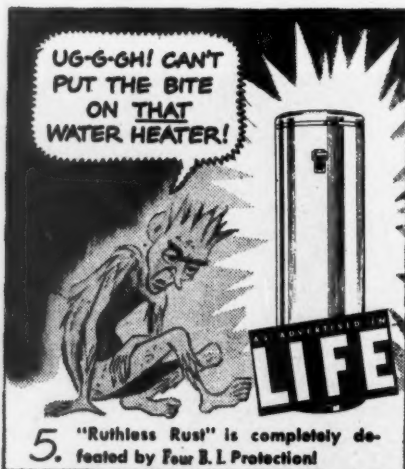
2. Four B.I. protects Permaglas Water Heaters with glass-surfaced steel tank!



3. "Ruthless Rust," still defiant, plans attack on fittings and exposed metals!



4. Four B.I. puts Officer Newt on job to thwart Ruthless Rust's new attack!

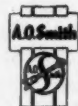


Permaglas Automatic Water Heaters are available in 20- to 80-gallon sizes in Electric, Gas and LP-gas models. The finest water heater you can buy for all the clean hot water you need, automatically.

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Permaglas Water Heaters are completely protected from all corrosive attacks, protected by Four B.I., the four basic improvements provided by A. O. Smith in Permaglas Water Heaters, exclusively.

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ONLY PERMAGLAS HAS **Four B.I.** PROTECTION

The exclusive Four Basic Improvements are:

1. Glass-surfaced steel tank that can't rust because glass can't rust!
2. Absence of dissimilar metals inside the tank!
3. Interior tank fittings shielded from electrolytic action, the cause of all corrosion!
4. "Neutrolizer"... the anti-corrosion stand-by protector.

Southland

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Elected Newspaper Directors. Standing before the portrait of their grandfather, the late G. B. Dealey, are, left to right, James M. Moroney, Jr., Joe M. Dealey and H. Ben Decherd, Jr. They have been elected directors of the A. H. Belo Corporation, publishers of the *Dallas News*. Mr. Decherd will continue to serve as assistant to the president. Mr. Dealey is the newly elected assistant secretary and Mr. Moroney is the assistant treasurer.

A former Southern Methodist University football and baseball player, JOE DYER, has been named head of the athletic goods department of the Doak Walker Sporting Center in Highland Park Village.

H. BONAR JOLLEY has been appointed southwestern district service manager for Westinghouse Electric Corporation's elevator division.

Ten vice presidents for the 1952 State Fair of Texas have been named. They are TOM C. GOOCH, first vice president; HUGO SCHOELLKOPF, second vice president; and BEN CABELL, JOHN W. CARPENTER, W. H. HITZELBERGER, J. J. KETTLE, JORDAN C. OWNBY, JULIUS SCHEPPS, J. GLENN TURNER and T. M. WATSON, directors.

W. L. (LUKE) JONES has joined the Simon David Grocery Company. He formerly served 22 years with another Dallas grocery firm.

Manager of the Doran Chevrolet Company's new used car lot installed at 2600 Commerce Street is WAYNE ELLETTE. Mr. Ellette has been associated with auto firms in Texas and Oklahoma for 10 years.

MRS. CAROL C. WEAVER has been appointed director of radio and television for DeLoach Advertising Agency.

ROBERT E. CASHIN has been appointed to the staff of the Retail Furniture Association of Texas to handle public relations and membership services for the state-wide organization.

E. F. HARRISON is newly named factory representative for the electric sink and cabinet department of the major appliance division in the General Electric Company. He will work from the Dallas district office.

Four Dallas certified public accountants have been accepted for membership in the American Institute of Accountants. They are J. H. JOINER, FRED A. JORDAN, JR., JAMES K. MANLEY and ROY CLAYTON McELHANEY.

Newly elected director of the National Association of Surety Bond Producers is R. W. (BOB) THOMPSON, JR., partner in the Kirkpatrick-Thompson Company. R. W. THOMPSON, SR., was cited for his service as first president of the association in 1943 at the annual convention in Chicago.

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AND **TRUCKS**
BY THE YEAR
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SUCCESSFUL
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Sche-Rose Plans New Expansion

The Sche-Rose Corporation, manufacturers of products for the baking industry, will utilize the entire three-story building at 2500 South Ervay Street within the next two months.

The producers of Magna-Zyme have shared the building with the Associated Laboratories for the past three years, but the firm's recent growth now requires the full facilities of the building.

The Dallas-made product cuts down the chances of bakers' making a bad loaf of bread. It is a first cousin of penicillin and first fungal enzyme supplement for bread to become commercially available.

At present, the Dallas company which has Lewis P. MacAdams as its president, employs 18 people and has an annual volume of \$500,000.

It is currently distributing to all 48 states, Hawaii and Canada from its home office in Dallas. Besides this, a wholly-owned subsidiary of the corporation is doing business in Mexico and Cuba.

Besides Mr. MacAdams, officials of the company include Mrs. Lewis MacAdams, vice president, and Lee Seldon, general manager and treasurer. Edwin A. Vaupel is technical director.

Auto Firms Move. L. H. Ridout, Jr., has moved his Ford dealership to a building at Cedar Springs Avenue and Pearl Street. The building was vacated by Harry Bogue Motors Studebaker dealership, which moved next door at Cedar Springs and Olive Street. Ridout's operation was formerly at 2211 Pacific. The moves will give both firms larger quarters and needed additional facilities for expanded operations.



STATE PRIZE as the most outstanding soil conservation district supervisor in Texas for 1951 was awarded J. W. Hess of Muenster, center, by Texas Bank and Trust Company representatives, P. B. (Jack) Garrett, left, president of the bank, and W. W. Overton, Jr., right, chairman of the board.

Soil Conservation Award

THE state prize as the most outstanding soil conservation district supervisor of Texas for 1951 was awarded J. W. Hess of Muenster, at the regular board meeting of the Texas Bank & Trust Company last month. Mr. Hess had previously won the Certificate of Merit in his district as well as one of the five zone awards (silver trays) which were presented by the bank at the annual convention of Texas Soil Conservation District Supervisors on January 23 at Brownwood.

As winner of the state prize, Mr. Hess and his wife received a one-week all-expense study tour to one of the outstanding farms or ranches in the United States.

The presentation of the top award to Mr. Hess marks the climax of the first year of the bank's Annual Soil Conserva-

tion District Supervisors Award program, which is designed to create a better understanding and closer relationship between the banker, farmer and rancher in Texas. The "Texas Bank" is convinced that crop-growing and livestock-raising are still the basis of the Texas economy, despite the outpour of oil and industrial products.

The Awards Program was launched in June 1951 at a Conservation Agricultural Conference held in the bank's board room and attended by some 100 bankers and soil conservation authorities. Bankers committees were chosen for each of the 165 soil conservation districts of the state of Texas. Each of these committees chose the outstanding supervisor in their district and drew up a presentation of his accomplishments for consideration as a zone winner. The state of Texas is divided into five soil conservation zones. To choose the outstanding district supervisor in each zone, committees were formed, composed of bankers and soil conservation men, which reviewed the accomplishments of the district nominees.

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Reserve Bank

(Continued from Page 14)

ing organization in Dallas to outline a comprehensive program of action to secure one of the banks. A meeting of bankers and business men was called at the Chamber of Commerce where the desire to formulate definite plans as quickly as possible was expressed.

At a general mass meeting held on January 18, 1914, executive committee-men appointed to direct the campaign were John W. Wright, chairman; J. Howard Ardrey, Louis Lipsitz, Rhodes S. Baker, A. M. Matson, E. L. Flippen, M. H. Wolfe, Henry D. Lindsley and Dr. John O. McReynolds.

As Secretary McAdoo and Secretary Houston were to hold their hearings in Austin on February 9, the committee had less than 30 days to prepare the necessary data and assemble them for publication.

J. Howard Ardrey was charged with preparing the major portion of the material relating to banking and to Mr. Babcock fell the duty of directing the compilation of a mass of detailed information supporting the claims of Texas in general and of Dallas in particular.

The committee subscribed for the

stenographic reports of all the hearings and was able to see how other cities had wasted time in submitting excess data. Mr. Ardrey and Mr. Babcock personally attended the St. Louis and Kansas City hearings.

Dallas leaders sought to ascertain the strongest point in favor of Dallas as the location of one of the banks. The central thought of most of the members of the committee was that the Federal Reserve Bank would require superior communication facilities and therefore the importance of Dallas as a mail center and as headquarters of the telephone and telegraph systems of the Southwest was significant.

Every important business in the city was asked to submit data concerning its activities and a tremendous mass of statistical information was collected. Night after night the committee met in the Chamber of Commerce office. Because Mr. Babcock was familiar with the manner in which the other hearings had been conducted, he impersonated Secretary McAdoo in asking questions.

The Dallas proposal was made very brief but comprehensive and the committee organized a special train for the trip to Austin.

At the hearing Dallas was the first city to be heard. Mr. Babcock, the first witness, displayed a map of the district proposed by Dallas and explained it. Mr. Adams, vice president of the American Exchange National Bank and president of the Texas Bankers Association, urged that the future growth of the Southwest should be given great weight in establishing a district.

Mr. Ardrey, representing the Dallas Clearing House Association, was the principal witness for Dallas and, by reason of questions asked by members of the committee, he was on the stand longer than any other witness at this hearing. Mr. Ardrey emphasized that the district proposed by Dallas would be able to take care of itself.

Other members of the committee showed the importance of Dallas as a cotton market and a jobbing and manufacturing center. The Dallas delegation came out of the hearing unscathed but yet not as triumphant.

During the afternoon Fort Worth and Houston completed their testimony.

The men behind the scenes realized that the battle had just begun for the location of a bank at Dallas. They realized

(Continued on Page 86)

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Opens New Service. Tom Breen, owner of the Breen Microfilm Service, holds a Microfilm Roll preserving an entire filing cabinet of business records. This new Dallas business service reduces record storage space by 98 per cent. Breen Microfilm Service is located at 2011 Cedar Springs and has been operating in Dallas for about one month.

GORDON FOGG and STANLEY E. NEELY, attorneys, have been made partners in the law firm of Locke, Locke & Purnell. Both have been associates of the Dallas firm since 1946.

TEMPLETON W. MARTIN is the newly appointed field sales representative for the Radio Corporation of America air conditioners in the Southwest region with headquarters in Dallas.

JOHN F. CONGER has been named southwestern sales manager for Capehart-Farnsworth Corporation of Fort Wayne, Indiana.

ROBERT F. JANES is now directing the program of the Downtown Y.M.C.A. He was former program director at the New Orleans "Y."

J. W. FLEMING is the newly named managing editor of the Dallas office of the Petroleum News Corporation, publishers of *Five Star* oil reports.

CLIFFORD LUCK has been named special Dallas representative of Eppler, Guerin & Turner, Dallas investment banking firm with offices in the Reserve Loan Life Building.



Shows New Machine. Frank Heller, branch manager of Remington Rand, is shown with the first all-purpose micro-filming machine, the Dual Film-a-Record, which films both sides of the record simultaneously. A preview showing of the new machine was held earlier this month. W. B. Warren is sales supervisor of the photo records department.

Manager of the Nichols Brothers Motors new used car lot at 2400 Ross Avenue is JESS DeVOLL who has been associated with the Dodge-Plymouth dealer firm since the Nichols Brothers Motors was established.



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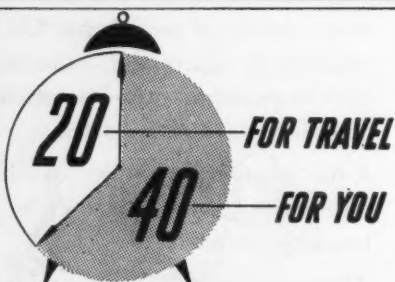
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Heads Manager's Association. Bart T. Holden, manager of the Southwestern Life Building, is the newly re-elected president of the Dallas Building Managers Association. Other officers are R. L. Van Pelt, Jr., manager of Employers Casualty Building, vice president; Miss Cecile E. Donalson, manager of the Great National Life Building, secretary and director; P. L. Garth, manager of the Kirby Building, director; J. F. Schwegmann, manager of the Power and Light Company, director; E. H. Cary, Jr., manager of the Medical Arts Building, director, and Karl Hunt, manager of the Cotton Exchange Building, director. The association meets on the second Tuesday of each month in the Dallas Athletic Club. There will be an association convention in Chicago next month.

W. REX CROMWELL has opened a general investment securities office in the Kirby Building under the firm name of Cromwell and Company. Mr. Cromwell has been engaged in underwriting corporate bonds and in the retail distribution of securities in Dallas for the past 20 years.

MATT BARNES, formerly of Chicago, has been named Southwest regional manager for the Zenith Radio Corporation with headquarters in Dallas. He has 20 years' experience in the appliance and television field.

MRS. KATHERINE K. MITCHELL is now chief accountant at the National Bankers Life Insurance Company. Mrs. Mitchell is a certified public accountant and is a member of the Texas Association of C.P.A.'s.

New general manager of Trojan Foundries is JOHN T. OBEE.

facts

About Your Town

SIGNIFICANT facts on the impressive growth of Dallas during the year were compiled this month by the Dallas Chamber of Commerce. Besides emphasizing the city's healthy expansion, the figures reveal Dallas' important functions as the service center for the Dallas Southwest.

Presented in digest form, the following summary gives Dallas citizens and prospective Dallas newcomers tangible evidence of Dallas' progress:

Population: City population rose 47 per cent between 1940 and 1950, with the county population up 54 per cent. In 1950, Dallas was the largest city in the United States not on navigable water and the twenty-second largest city in the nation. Population of the "urban area" reached 536,864 in 1950. Estimated population of the "urban area" at the beginning of 1952 based on growth indicated by utility connections, residential construction and indicated immigration was 615,000.

Manufacturing: Major expansion occurred in the number of Dallas manufacturing establishments. There were 716 in 1940 and 1,643 at the beginning of 1952. Manufacturing employment in the Dallas labor market increased from 26,700 in 1940 to 67,150 in 1951.

Retailing: Dallas retail sales in 1951 totaled an estimated \$748,351,000. Retail sales in Dallas totaled \$704,804,000 in 1948, an increase of 274 per cent over 1939, the largest relative increase among the nation's 32 leading retail centers.

Wholesaling: As a wholesale center, Dallas ranks fourteenth in the United States. Annual wholesale volume increased from \$479,834,000 in 1939 to a record high in excess of \$2,000,000,000 last year.

Income: Effective buying income in Dallas County was \$1,139,000,000 in 1951, up 234 per cent from 1940. 1951 payrolls in Dallas were estimated at 720 million dollars. The typical Dallas family had an income of \$3,461 in 1949, some \$350 more than the national average.

Home Construction: Dallas County built 216,013 dwelling units at the beginning of 1952, compared with 120,164

Area: The city has increased from some 45 square miles in 1940 to 150 square miles today. Dallas County, with 689 people per square mile, has the greatest density of any county in Texas.

Employment: Total non-farm employment in Dallas County rose to an all-time peak of 280,750 at the beginning of 1952, an increase of 81 per cent over April of 1940, when 155,469 people were employed.

Commercial Building: Contracts were awarded for the construction of 15,289,000 square feet of manufacturing buildings and 17,073,000 of commercial space from 1940 until the beginning of 1952.

Office Buildings: Forty-seven principal downtown office buildings have approximately 4,266,000 square feet of usable office space. Six office buildings now being built will give Dallas an additional million and a half square feet of office space.

Distribution Center: With eight per cent of Texas' population, Dallas accounts for: 11 per cent of the state's retail sales, 28 per cent of the state's wholesale sales, 47 per cent of the state's sales from manufacturers' branches with stocks, and 53 per cent of the state's sales from manufacturers' branches without stocks.

Retail Center: Dallas ranks eighteenth among United States cities in retail sales volume. Dallas serves as a major national market in fashion. Dallas stores maintain accounts with customers throughout the nation.

Regional Market: Dallas distributors serve a regional population of 18,500,000 in the Dallas Southwest. The United States Bureau of the Census estimates that this area will have a population of 21,500,000 by 1960. The latest census totaled the population as follows: Metropolitan Dallas, 614,799; Dallas-Fort Worth area, 976,052; the 100-mile radius around Dallas, 2,068,121; the 300-mile radius around Dallas, 10,624,423.

Telephone: The Bell Telephone System has its Texas headquarters in Dallas. Dallas is one of eight regional centers of long distance service in the nation. It ranks second in importance nationally as a toll center, providing direct connections to 214 leading cities with 1,680 toll circuits. Recently inaugurated in Dallas, the new inter-city dialing system reaches 1,000 cities direct. Dallas is one of the leading TWX centers in the nation, with direct circuits to major cities, and one of five switching centers in the United States, linking 200 banks in 54 cities via the special bank wire.



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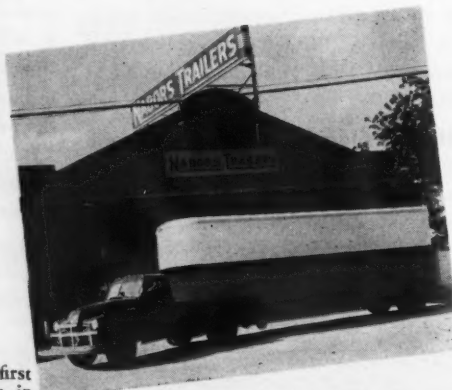
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New Santa Fe Agent. Paul H. Swinney, Santa Fe Railway division passenger agent at Houston, has been transferred to a similar post in Dallas. Mr. Swinney succeeds, Cyril L. Rich, new Santa Fe general agent at Kansas City. Mr. Swinney, a native of Lockney, Texas, first joined the railroad as a ticket clerk in 1920. He has worked in Houston, San Antonio and Chicago.

♦ ♦ ♦

ROBERT MITCHELL JEFFREY has been named assistant controller for Neiman-Marcus this month. Mr. Jeffrey joined the specialty store in 1946 as supervisor of sales audit.

♦ ♦ ♦

JOHN HUMPHRIES has been promoted to merchandise manager of the fine paper department in the Dallas division of the Carpenter Paper Company.

♦ ♦ ♦

Four Dallas men were among the 20 Texas oil men named as delegates to the fortieth annual meeting of the United States Chamber of Commerce by the Mid-Continent Oil & Gas Association, a trade association member of the chamber. Dallas members of the Texas Mid-Continent regular delegation are **JACK WOODWARD, BERT FIELDS, FRED FLORENCE** and **J. L. LATIMER**.

♦ ♦ ♦

WILLIAM T. McKISSOCK became secretary of the Oak Cliff YMCA last month. Prior to that time he was head of the YMCA at Fargo, North Dakota.

♦ ♦ ♦

New used car department head for Earl Hayes Chevrolet Company is **JACK WORSHAM**, who has been associated with the auto firm since 1947.



Named Manager. Matt Schneider has been named district manager of the recently established southwestern district office and warehouse at 2505 Commerce by the Fyr Fyter Company of Dayton, Ohio. Supervising the opening of the branch office was George J. Lutz, vice president and assistant sales manager. Mr. Schneider traveled the Southwest four years as a representative of another line of fire protection equipment.

E. W. BANGS is now manager of the American Hospital Supply Corporation's Dallas division at 2500 Commerce.

BEN E. HARDY has been appointed sales manager for the Holland Distributing Company, distributor for insect control devices and electric coin-operated alarm clocks.

L. F. RODMAN has organized the Rodman Brokerage Company with offices in the second unit of the Santa Fe Building.

RICHARD M. BROOKS has been appointed special representative of the Fidelity Union Life Insurance Company, 912 Commerce Street.

Sanger Brothers has promoted JOE MAMOLA to men's clothing buyer for the first floor and BROOK HOOPINGARNER to buyer of men's and boys' wear for the department store's basement store.

HARRELL C. MASON has been appointed southwestern district sales manager of the AsthmaNefrin Company, Portland, Oregon.

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1946	47,767,840	1,756,777
1947	56,699,986	1,884,879
1948	67,047,489	2,150,000
1949	76,582,535	2,500,000
1950	90,499,344	3,000,000
1951	109,255,108	3,500,000

FIDELITY UNION LIFE

INSURANCE COMPANY

HOME OFFICE
DALLAS

PRESIDENT
CARR P. COLLINS

Reserve Bank

(Continued from Page 79)

it was necessary to bring as much influence as possible to bear upon Secretary McAdoo, Secretary Houston, Comptroller Williams, Postmaster General Burleson, President Wilson, Senators Sheppard and Culberson and many others.

A telegraphic code was worked out whereby confidential information would be relayed to Mr. Dealey of the *News*. This code was known only to Mr. Dealey, Otto Praeger, then postmaster in Washington and formerly *News* correspondent in Washington, Mr. Ardrey and a few others. Mr. Praeger was a close friend of Postmaster General Burleson, who was regarded as the most influential whip in the Congressional group.

A few days after the formal hearing, Mr. Ardrey had an interview with Colonel E. M. House, confidential adviser to President Wilson, whose home was in Austin.

When it was learned that Mr. Burleson was planning a personal business trip to Texas, Mr. Ardrey made arrangements with Tom Finty, Jr., of the *News*, to go to St. Louis to meet him. It was believed that if Mr. Burleson could be won over to the advisability of locating a bank in Texas, the bank would probably be located at Dallas.

Through a mixup in telegrams, Mr. Ardrey and Mr. Finty almost missed connections with Mr. Burleson in St. Louis. They boarded the train to accompany Mr. Burleson to Texas and Mr. Finty, an old friend, persuaded Mr. Burleson to listen to their arguments. When the conference broke up Mr. Ardrey and Mr. Finty were sure the bank was cinched for Texas at least.

Immediately upon Mr. Burleson's return to Washington, he began a personal campaign to convince Mr. McAdoo, Dr. Houston, Mr. Williams and President Wilson of the advisability of locating a bank in Dallas.

During the next few weeks telegrams flowed between Mr. Dealey and Mr. Praeger as the behind-the-scenes struggle went on in Washington. Mr. Praeger assured Mr. Dealey that Mr. Burleson was actively engaged in winning Dr. Houston over to Dallas. Other telegrams discussed the chances of Fort Worth and Houston. Asked for the latest information, Mr. Praeger, on March 25, wired Mr. Dealey, using the code agreed upon:

PARTY (BURLESON) NOT HOME TONIGHT, WILL ANSWER TOMORROW. RESULT DEPENDS ON THE STRENGTH OF TACITUS (1). ON

MY SUGGESTION MERCURY (2) SUMMONED NEW MEXICO AND OKLAHOMA SENATORS TO START STATE PROTESTS AGAINST TYING UP WITH HANDICAP (3).

(1) Colonel E. M. House (2) Albert Burleson (3) Houston.

The next day, March 26, Mr. Praeger telegraphed the following information to Mr. Dealey:

DELIGHTFUL (4) IN NO DANGER OF FLORAL (5) BUT HANDICAP (3) THREATENING. WIRE MERCURY (2) DATA SHOWING DELIGHTFUL (4) MORE DESIRABLE THAN HANDICAP (3). THINK TACITUS (1) MAKING TROUBLE BUT MERCURY (2) DEPENDING ON ALLAH (6). ALL STRICTEST CONFIDENCE.

(4) Dallas (5) Fort Worth (6) Woodrow Wilson.

During all this time it had not been decided whether there would be eight or 12 Federal Reserve Banks. It was apparent that if there were to be only eight banks, Texas and Dallas did not have a chance. Thomas B. Love was asked to go to Washington and attempt to convince the organization committee and President Wilson of the necessity for 12 instead of the minimum of eight.

Mr. Love found Dr. Houston and Mr. McAdoo were averse to establishing 12 banks. Then Mr. Love went straight to President Wilson. In a short interview he presented Dallas' claims and advantages. A few days later Mr. Love was in the office of Comptroller Williams and was shown a map outlining 12 districts, with Dallas as the location of the eleventh district bank.

The long campaign to secure the location of one of the federal reserve banks in Dallas was drawing to a close. News of the victory came April 1, 1914. Next day, Postmaster General Burleson wired Mr. Dealey:

I AM GRATIFIED THAT TEXAS HAS OBTAINED A REGIONAL BANK AND CONGRATULATE DALLAS UPON THE SELECTION AS THE CENTER OF THIS RESERVE REGION. IT IS ONLY FAIR TO SAY THAT THE DALLAS AND GALVESTON NEWS CONTRIBUTED MORE THROUGH THE ASSISTANCE RENDERED THAN ANY OTHER AGENCY OR PERSON TOWARD THIS GREAT SERVICE TO TEXAS. PLEASE EXTEND MY CONGRATULATIONS ALSO TO MR. ARDREY AND MR. FINITY AND THE MEMBERS OF THE COMMITTEE WHO FURNISHED THE DOPE UPON WHICH OUR EFFECTIVE

(Continued on Page 90)

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Commercial Insurance Company of Newark, N. J.
Southwestern Dept.: 912 Commerce St., Dallas 2, Tex.
Home Office: 10 Park Place, Newark 1, N. J.



Bonehead's Big Chief. Dr. Virgil Payne has been elected president of the Dallas Bonehead Club. Other officers are Aubrey Roberts, vice president; Jack Moser, secretary, and W. D. (Dick) Trotter, treasurer.

ROBERT G. McCORD has been elected a new director of the Dallas YMCA branches.

NATHAN LEVINE has been appointed manager of Michael Modes, Inc., wholesale firm with complete stocks of ladies' apparel.

JOHN H. MacCURDY has been promoted to assistant manager of Luby's Inwood Village Cafeteria at 5400 Inwood Plaza. He has been associated with the cafeteria since September.

LLOYD E. GALDE has been named Dallas sales manager for Ron-Del Folding Aluminum Awnings, manufactured by the Atlas Metal Works.

Tom Grimes Advertising Art Studio has announced a new member of the firm, HARVEY HUGMAN.

JACOB M. IRVINE has been elected treasurer and FRANK B. ALDERICE and H. N. PIERCE, directors, of the Southwestern Ice Manufacturing Association.

J. GLENN TURNER, Dallas attorney, has been named to head a finance committee to raise funds for a State Bar of Texas headquarters building to be erected in Austin.

"I Don't Ride The Buses"

"I don't ride the buses," many of you executives who read this magazine may say, but there are 271,161 bus and streetcar riders EVERY DAY here in Dallas and they average over 20 minutes for each ride as they go to shop, to work and to play.

What an excellent opportunity this situation presents for you to sell this huge audience of 271,161 EVERY DAY on your store, your merchandise, or your service.

We are naturally proud of the fact that many of the smartest advertisers and advertising agencies in Dallas have been buying both inside and outside advertising space on the buses and streetcars here for many years and their continued investment in this medium of advertising more than speaks for itself.

A good selection of sizes and showings to fit your special problems is still available. Why not investigate this opportunity further today, for you will be delighted with the results that this advertising medium will produce. No obligation, of course, just call PROspect 2521 and ask for Mr. Stevenson.

TRANSPORTATION ADVERTISING SALES, INC.

1925 CEDAR SPRINGS

DALLAS

PHONE PROspect 2521

FIRE
WINDSTORM
EXPLOSION
MARINE
HAIL
SURETY
FIDELITY



LIABILITY

CASUALTY
LIFE
ACCIDENT
HEALTH
AUTO
AIRCRAFT
COMPENSATION

Insurance Surveys Our Specialty

RICHARD H. McLARRY & CO.

111 GUARDIAN LIFE BUILDING

RA-5151

DALLAS, TEXAS

RA-5151

DESIGNERS AND MANUFACTURERS
OF QUALITY STORE AND BANK
FIXTURES SINCE 1922.

Adleta

**SHOWCASE & FIXTURE
MANUFACTURING CO.**

1914 CEDAR SPRINGS • DALLAS 1, TEXAS • PHONE Prospect 7576

Check production

We manufacture either printed or lithographed checks, one or more colors, also vouchers and special one-time carbon forms.

Etheridge Printing Company

1812 N. Field

RAndolph 8101

Reserve Bank

(Continued from Page 87)

TIVE ARGUMENTS WERE BASED.

The Dallas committee thanked both Mr. Burleson and Colonel House for their help in winning a victory for the Southwest and for Dallas.

The selection of Dallas represented a victory against the heaviest of odds, since both William G. McAdoo and David F. Houston had had certain preconceived ideas as to where the banks should be located before they started on their trip.

Colonel House later confided to Thomas B. Love that neither he nor anybody else outside of the state thought there would ever be a bank located in Texas until after the hearing at Austin.

All members of the Dallas committee felt deeply indebted to Otto Praeger for almost daily confidential reports from Washington. Mr. Praeger replied to a letter of appreciation by saying, in part, "I thought that I was merely playing the role of messenger boy in the dealings between Mr. Burleson and the Dallas committee in behalf of the bank. Mr. Burleson is so optimistic over the final outcome that he believes that if Dallas business men will handle the situation right, the turning of the channels toward Dallas will make it a city close to half a million people within 15 years . . ."

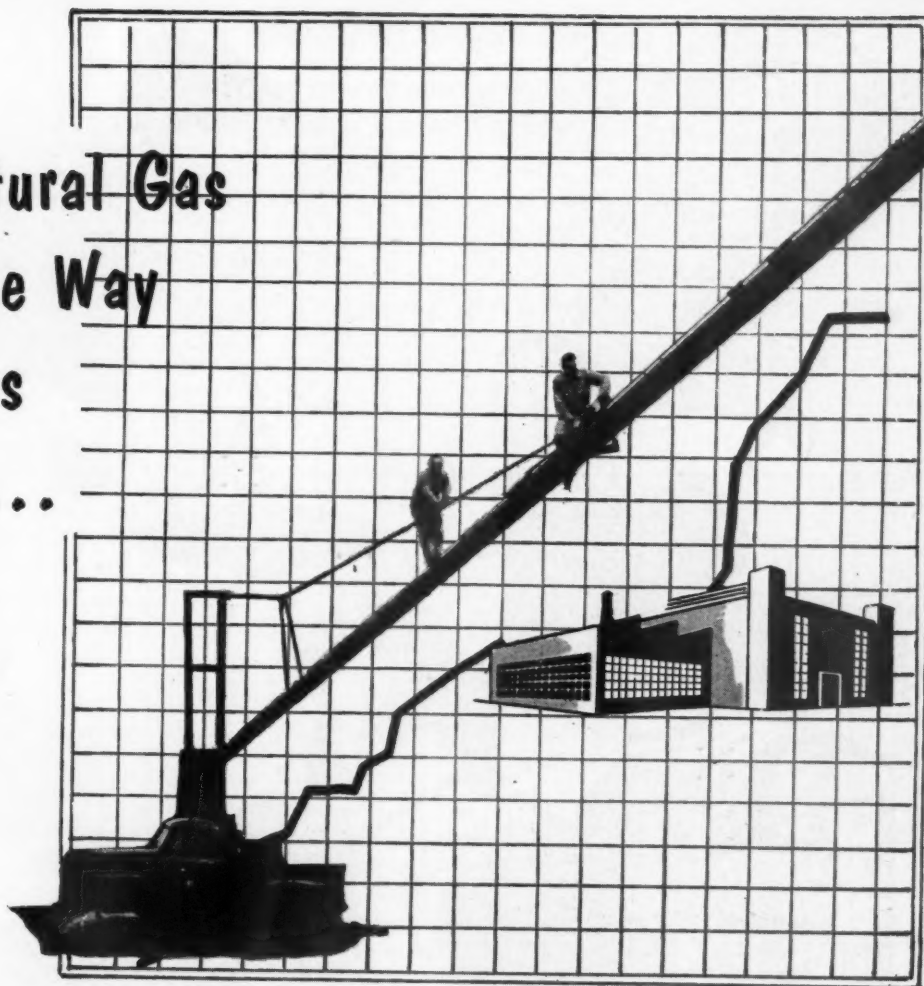
The five banks to execute the certificate of organization were selected by the Reserve Bank Organization Committee and representatives of the banks and members of the Dallas committee gathered at the City National Bank on May 18, 1914, to sign the articles of incorporation.

E. O. Tenison, vice president of the City National Bank, was designated as chairman of the board of directors and six directors were chosen. On October 16, 1914, Oscar Wells of Houston was elected to governorship of the bank and J. Howard Ardrey was elected to serve on the Federal Advisory Council.

It was the plan of the federal government to open the 12 banks simultaneously but there were some delays. November 16, 1914, was finally agreed on as the opening date and Dallas was ready. At 10 o'clock that day, the Eleventh Reserve Bank of Dallas opened its doors in temporary quarters at 1305 Main Street.

The first day of business saw more than \$1,500,000 pour into its vaults. Accepting deposits from member banks in Texas, Oklahoma, Louisiana, Arizona and New Mexico, the bank started out with cash resources of nearly \$7,000,000.

More Natural Gas Is On The Way For Texas Industry...



LONE STAR GAS COMPANY EXPANSION PROGRAM FOR 1952 BREAKS 42-YEAR RECORD

THROUGH 6,342 MILES OF PIPELINE travels Texas industry's low cost fuel — natural gas from Lone Star Gas Company. The world's fastest, cleanest, most flexible fuel, it performs miracles in industry for one-fourth to one-fifth the cost of other fuels. Businessmen, newspaper editors and economists say dependable, low cost natural gas is an important factor in this section's phenomenal industrial growth in recent years.

In 1952 Lone Star Gas Company will invest \$31,040,000 for extensions and improvements in natural gas service for industry, business and homes. This is the

largest amount to be invested in a 12-month period in the 42-year history of Lone Star Gas Company.

The extensions and improvements are new gathering and transmission pipelines, new gasoline plants, new compressor stations, drilling of wells, acquiring of gas leases, development of new gas fields, transportation and construction equipment, new offices, new warehouses and extension to city natural gas distribution systems.

Planning ahead and building ahead are the reasons why 375 cities served by Lone Star Gas Company have dependable, low cost natural gas service.



LONE STAR GAS COMPANY



"I thought I was his favorite!"

This prideful pup should be flattered to find that Schlitz is his master's choice in beer. No other beer in this man's world enjoys a more faultless pedigree—a special taste that millions prefer and new millions are discovering every day.

Schlitz tastes so good to so many people,
it's first in sales in the U. S. A.

S. H. LYNCH & CO., Wholesalers
Gaston at Oakland, Dallas

The Beer that made Milwaukee Famous

© 1952, JOS. SCHLITZ BREWING CO. MILWAUKEE, WIS.

Foreign Trade Inquiries

EDITOR'S NOTE: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or DALLAS. Details may be obtained from the Foreign Trade Department, Dallas Chamber of Commerce. Please refer to code.

5234/C. **Venezuela.** Importer, exporter and commission agent would like to contact manufacturers or exporters of henequen bags. This is a government bid and samples must be submitted.

5224/B. **Mexico.** Mexico textile manufacturers wish to locate active commission representatives and distributors in this area to handle a variety of products, such as foods, metal and textile products.

5224/MCC. **New York.** New York chemical corporation is interested in contacting some local manufacturers or wholesalers of chemical or pharmaceuticals products who would like to have representation in the Japan market. The corporation's sales executive plans to visit that country in the near future and will make personal contacts for those interested.

5234/KB-A. **Nebraska.** Lincoln importers and exporters wish to contact local firms interested in exporting or importing business with India. India export goods include vases, trays, silks, spices and deer skins.

5234/S. **Mexico.** Company can export water skis, made of a top grade of Mexican wood and materials, to this area.

5224/PEI. **Texas.** Houston export and import company wishes to establish trade connections with distributors in this area for such products as wrapping twine, rope, sacks and sisal cloth. They also offer various imported goods from Belgium and Japan.

5234/IMRA. **Israel.** Tel Aviv exporters will supply religion articles from that area to merchants and importers in this area.

5234/CNIT. **Mexico** firm will export white marble dust (possibly used as a hardening agent and classed as a light weight aggregate) to this area.

5234/MI. **Mexico.** Guadalajara exporters wish to contact hardware and building supply firms to offer hydraulic door control for sale or exclusive distribution in this area.

The House That Service Built

- ★ MACHINE TOOLS—PORTABLE ELECTRIC TOOLS
- ★ WOODWORKING MACHINERY—AIR TOOLS
- ★ AIR COMPRESSORS—ELECTRIC MOTORS
- ★ WELDING EQUIPMENT—GRINDING WHEELS
- ★ INDUSTRIAL SUPPLIES—HAND TOOLS



MACHINERY SALES & SUPPLY CO.

3405 COMMERCE ST. —DALLAS— PHONE RI-6701



Suppose You Had Some Money to Invest . . .

Maybe a lot, maybe a little. The amount doesn't matter.

Just suppose you *had* decided to buy some stocks, *had* made up your mind to invest for any one of several good reasons. To get a 5% or 6% return on your money, for instance, or to protect your capital against the threat of rising prices.

Would you know how to go about it?

Would you know, for instance, that the best place to go for help and information on buying stocks and bonds is a broker's office? That it's a broker's business to serve investors, that no card of admission is needed, and that whether you buy stocks or not, he'll be glad to talk your problem over with you?

Here at Merrill Lynch, for example, you'd talk to an account executive, a man we pay to know all he can about securities, a man who uses all his knowledge and experience to serve our customers.

You'll find him competent, conscientious, and concerned, about your welfare. Concerned even to the point of advising you *not* to buy securities if your funds aren't adequate to the risks involved.

Because in the final analysis, he's not paid to *sell* you—he's paid to help you *buy*!

So if you think you'd like to invest—

**Just ask the "Merrill Lynch" Representative
or write Department DCC**

MERRILL LYNCH, PIERCE, FENNER & BEANE

First National Bank Building

DALLAS 1

Telephone: RIVERSIDE 5361



Your railroad...The Rock Island *...and mass production*

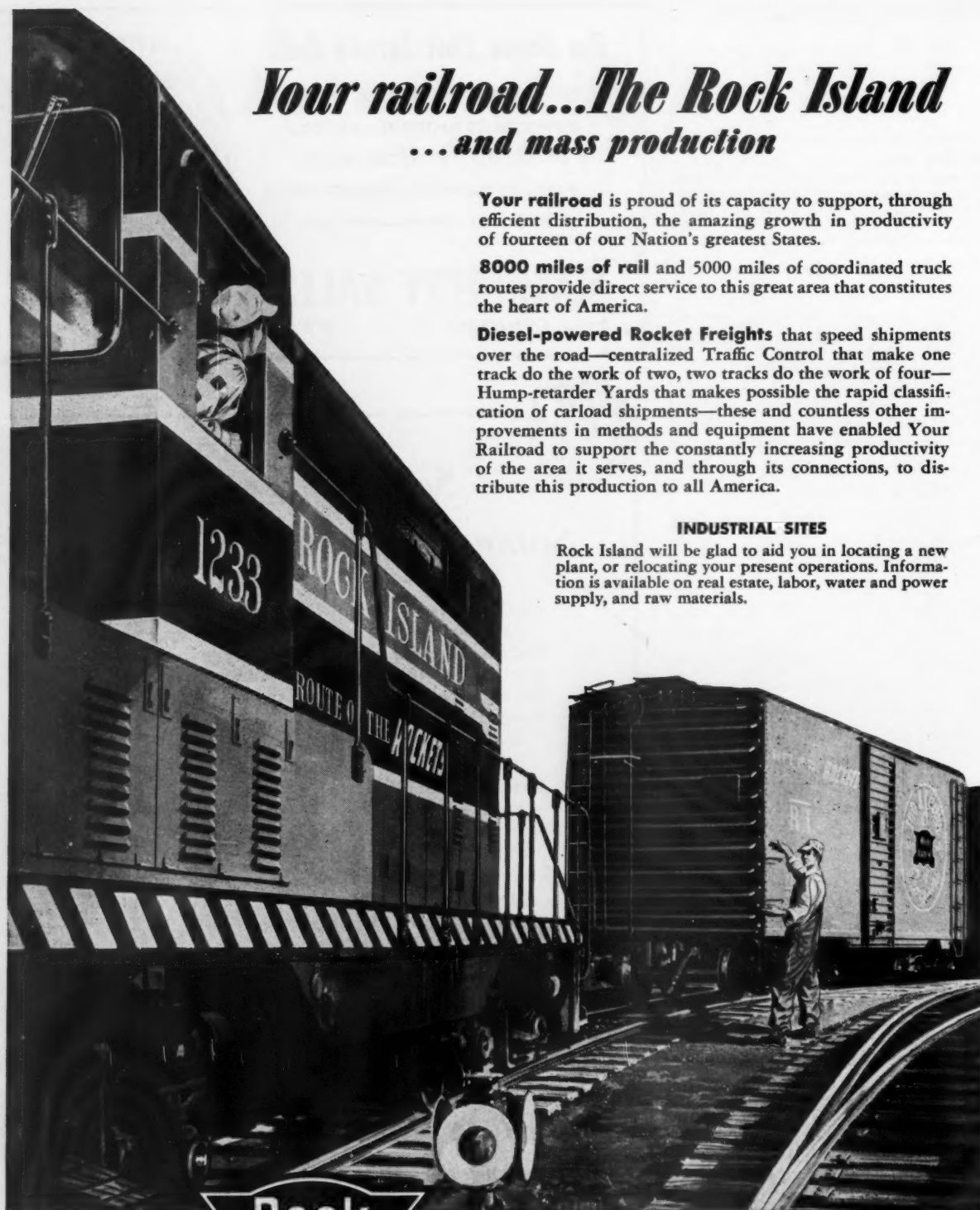
Your railroad is proud of its capacity to support, through efficient distribution, the amazing growth in productivity of fourteen of our Nation's greatest States.

8000 miles of rail and 5000 miles of coordinated truck routes provide direct service to this great area that constitutes the heart of America.

Diesel-powered Rocket Freights that speed shipments over the road—centralized Traffic Control that make one track do the work of two, two tracks do the work of four—Hump-retarder Yards that makes possible the rapid classification of carload shipments—these and countless other improvements in methods and equipment have enabled Your Railroad to support the constantly increasing productivity of the area it serves, and through its connections, to distribute this production to all America.

INDUSTRIAL SITES

Rock Island will be glad to aid you in locating a new plant, or relocating your present operations. Information is available on real estate, labor, water and power supply, and raw materials.



**Rock
Island**



for full information ask:

W. E. BOLTON, Assistant to President in charge of Industrial Development, La Salle St. Station, Chicago 5, Ill.

ALBERT F. HATCHER, Division Freight Agent, Rock Island Lines, Corner of Commerce and Field Streets. Phone: RAndolph 4164, Dallas 1, Texas.

A marvel in 1852—even more so in 1952

Business Opportunities

EDITOR'S NOTE: The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those of the firms or individuals, and it is suggested the usual investigation be made in each instance.

The following firms are seeking representation in Dallas and vicinity:

United States Metalcraft, Inc., 12885 Mount Elliott Avenue, Detroit 12, Michigan, is seeking the services of a manufacturer's agent who contacts chain stores and hardware and paint jobbers and will represent their company in selling paint rollers, paint pan trays and caulking guns.

Jules Schwab and Company, Inc., 321 Fifth Avenue, New York 16, New York, would like an experienced sales representative to handle their costume jewelry in the Southwest market.

Dandy Coat Company, 196 Seventh Street, Oakland 7, California, would like to have a Southwestern manufacturer's representative for their coats.

Pacific Mutual Life Insurance Company, Los Angeles 55, California, has an opening in a newly created position, having opportunities for advancement with their company in this community.

Braglen Industries, 25033 West Warren Avenue, Dearborn, Michigan, as a manufacturers' representative, is seeking representation in this area of industrial supplies.

Electro-Mechano Company, 261 East Erie Street, Milwaukee, Wisconsin, is seeking a representative for this area familiar with their electric tachometers.

A. & R. Simon Corporation, 15 William Street, New York 5, New York, is interested in acting as agents or distributors in the New York and New England territories for products or merchandise which can be handled by retail or mail-order trade, particularly in the juvenile or baby market.

Air Appliance Division of the United States Hoffman Machinery Corporation, 105 Fourth Avenue, New York 5, New York, is seeking a manufacturers' representative in the North Texas area to handle multi-stage centrifugal compressors and exhausters as well as heavy duty industrial vacuum cleaning and pneumatic conveying equipment.



TECHNIPLAN

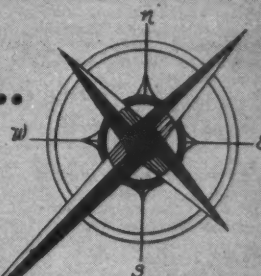
the modern solution to office arrangement that increases worker efficiency and saves space . . . based on time and motion studies. See our display.



THE DORSEY COMPANY
DORSEY BUILDING • DALLAS

Encompassing...

ALL PHASES
of the
INVESTMENT BUSINESS



OIL FINANCING • UNDERWRITING • TRADING

SOUTHWESTERN SECURITIES COMPANY

MERCANTILE COMMERCE BLDG.
DALLAS, TEXAS

PHONE RA-5121

TELETYPE DL-334

proved and approved

for

better construction



CENTRAL MIXED CONCRETE

2221 IRVING BOULEVARD • DALLAS, TEXAS • Sterling 2151

Tom Amis
Joe Amis

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Call
P R o s p e c t 8451

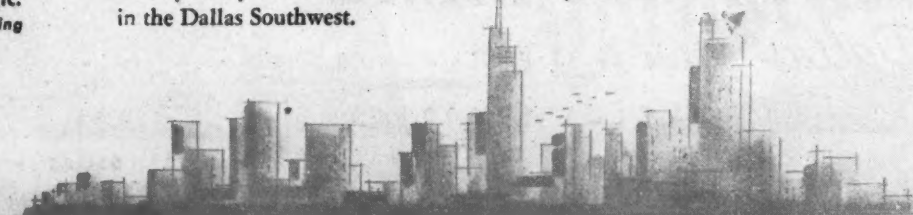
Dallas PIONEERS



EVEN in the late twenties, old homes such as depicted in the above artist's sketch, were rather common in downtown Dallas. Our modern Dallas skyline was just beginning to push eastward and structures like the Medical Arts Building in the background foretold the tremendous building development in store for Dallas during the post war years. At the turn of the century Dallas had a population of only 42,638. The city covered an area of 9.73 square miles. Most business buildings were concentrated in a restricted downtown area. In 1904 the pioneer firm of T. A. Manning & Sons, insurance managers, was opened as a one-man business in the Scollard Building by T. A. Manning. The outward expansion of Dallas' business was reflected in later locations of this firm on Bryan and San Jacinto. During the post war years as business offices and professional firms expanded beyond Cedar Springs and into the Oak Lawn area, the firm moved to its present location in 1948 at 3906 Lemmon. Today under the management of S. Foster Yancey and Charles S. Yancey, T. A. Manning & Sons serve the entire state of Texas as insurance managers and have a staff of 50 people.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.



Established

1869 Padgett Bros. Company
Leather Goods—
Wholesale and Retail

1872 E. M. Kahn & Co.
Dallas' Oldest Retail Store.
Apparel shops for men, women
and boys.

1872 Dallas Railway & Terminal Co.
Street Railway

1872 Huey & Philp Hardware Co.
Wholesale Hardware

1875 Dallas Transfer & Term. Whse. Co.
Warehousing, Transportation,
and Distribution

1876 Trezevant & Cochran
Insurance General Agents

1876 Fakes & Company
Home Furnishings

1884 The Dorsey Company
Printers—Lithographers
Stationers—Office Furniture

1885 Mosher Steel Company
Structural Reinforcing
Steel and Machinery Repairs

1889 J. W. Lindsley & Company
Real Estate and Insurance

1890 William S. Henson, Inc.
Advertising Printing

Established

1893 Sparkman-Brand, Inc. Morticians
Originally, Loudermilk,
Brossard and Miller

1893 Fleming & Sons, Inc.
Manufacturers—Paper
and Paper Products

1900 The Murray Co. of Texas, Inc.
Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1900 John Deere Plow Company
Agricultural Implements

1903 First Texas Chemical Mfg. Company
Pharmaceutical Manufacturers

1904 T. A. Manning & Sons
Insurance Managers
Fire—Casualty

1906 Hesse Envelope Company
Manufacturers of Envelopes
and File Folders

1907 Tennessee Dairies, Inc.
Gold Seal Dairy Products

1911 W. W. Overton & Co.
Food Brokers

1912 Stewart Office Supply Company
Stationers—Office Outfitters

1914 Texas Employers Insurance Ass'n.
Workmen's Compensation
Insurance



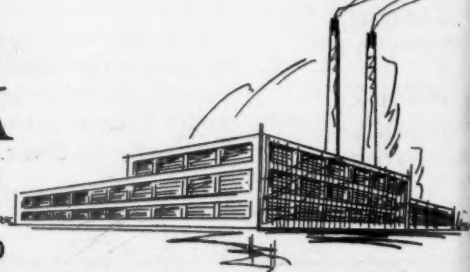
The National City's financial experience is at your service..

We want you to feel that the National City is more than a bank.. that it is a service institution. Our financial experience is at your service at all times.. and we have ample funds for our customers' constructive needs in the orderly flow of business and commerce. Consult us regarding your business requirements. It's a pleasure to render you prompt and efficient service.

NATIONAL CITY BANK

of Dallas ★ ELM AT ST. PAUL

CAPITAL AND SURPLUS \$2,000,000

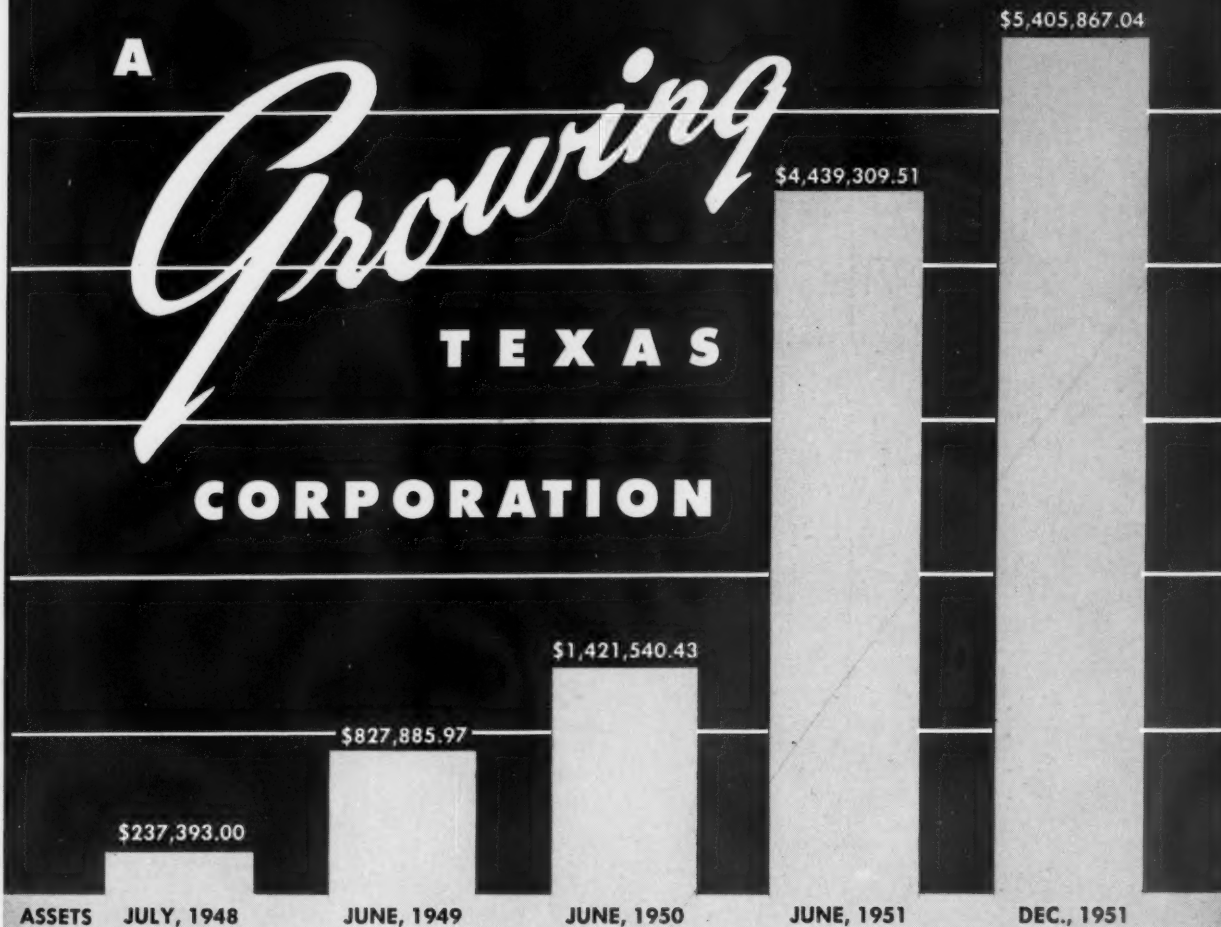


A

Growing

TEXAS

CORPORATION



Paying 44 Consecutive monthly dividends....
since organization!

SUBSIDIARIES

AMARILLO • CORPUS CHRISTI • DALLAS • EL PASO
FORT WORTH • GREENVILLE • HOUSTON • LUBBOCK
SAN ANTONIO • TYLER • WICHITA FALLS • MEMPHIS, TENN.

WM. ROSS KENNEDY
PRESIDENT

1011 MERCANTILE SECURITIES
BUILDING, DALLAS, TEXAS

Bankers Discount Corporation

"Bank From Your Car THROUGH MERCANTILE DRIVE-IN SERVICE"

Southland Supply Company, Inc., has used our Drive-In Service almost daily since its inception in 1944. As wholesale suppliers of plumbing, heating and industrial equipment, Southland is located at 2034 Amelia, just off Hines Boulevard. President **Barnie V. Henegar** tells us that

his firm does virtually all their banking from our Drive-In. In addition to making deposits, by telephoning in advance, they can cash checks, make payments on notes and pick up cashier's checks or payrolls without ever leaving the car. Have you tried this convenient time-saver?

Barnie V. Henegar, right, discusses a prospective sale with Robert V. Lentz.



MERCANTILE NATIONAL BANK
at Dallas

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

